

JUL 10 1934

# THE Publishers' Weekly

The American BOOK TRADE JOURNAL

CXXVI

JULY 7, 1934

NO. I

*Coming!*

AUGUST 24

## THE REEL TRAIT

THE NEW NOVEL

by

**JOSEPH  
C.  
LINCOLN**

Everything that makes Joe Lincoln a best-seller and best-renter is present in this story—interesting plot, rich humor, very human characters, and the Lincoln Cape Cod atmosphere. It is the story of a sea captain father and his favorite daughter. \$2.00

**D. APPLETON-CENTURY CO. 35 W. 32nd St. N. Y.**

*The Ryerson Press, Queen and John Streets, Toronto, Ontario, handles the Appleton-Century general trade line in Canada.*

*Your First  
Big Fall  
Novel*

# FULL FLAVOUR

by  
**DORIS  
LESLIE**

**Coming Aug. 21st**

This long advance notice is given so you may have opportunity to receive and read the Special Dealer Edition and form YOUR OWN opinion.

A postal, or a word to our travelers will bring your copy at once.

Watch for complete details of special promotion campaign to appear in early issues of PUBLISHERS' WEEKLY.

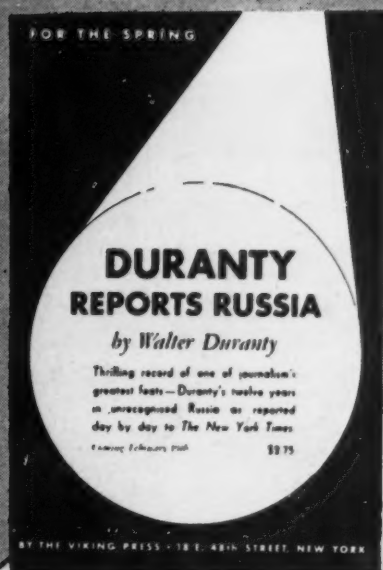
**THE MACMILLAN CO.**  
60 Fifth Avenue New York

THE PUBLISHERS' WEEKLY, Publication Office, 19th & Federal Sts., Camden, N. J. Editorial and General Offices, 62 W. 45th St., New York City. Subscriptions \$5; Canada \$7.50; Foreign \$6; 15c a copy. Entered as second-class matter at the Post Office at Camden, N. J. Copyright 1934 by R. R. Bowker Co. London, D. H. Bond, 329 High Holborn W.C.1.

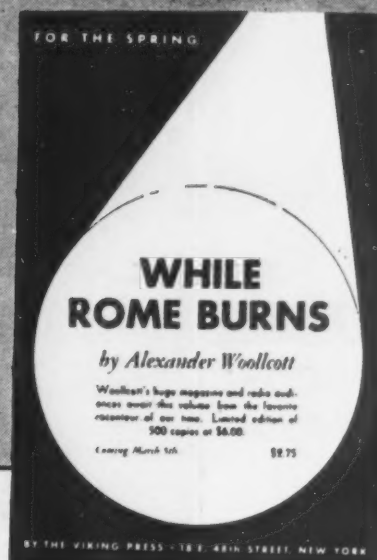




5,538\*



3,471\*



30,746\*

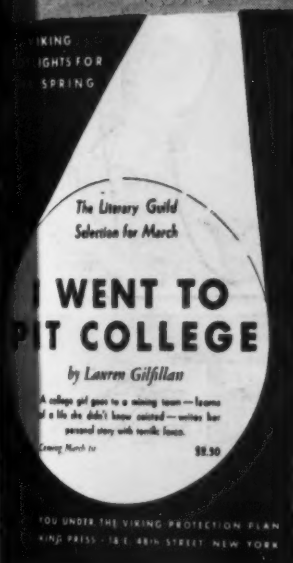
**DO YOU REMEMBER THESE 7 VIKING PAGES IN THE P. W. LAST JANUARY? DO YOU REMEMBER THE TITLES ADVERTISED ON THEM?**

**WE SAID THEY WOULD BE BEST-SELLERS. THEY WERE! EVERY ONE OF THEM.**

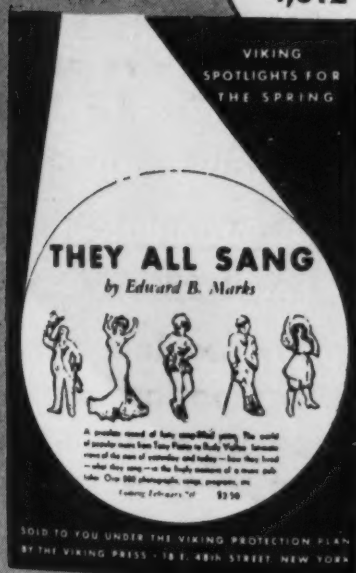
Now, from our Fall List, we pluck six titles, present them on the four pages following and, with immense restraint, suggest that you consider them carefully.

Announcements of other important Viking books will follow in an early issue, as will an announcement of the Fall List of Viking Junior Books.

\*Sale to June 30th—and going strong!



44,792\*



4,312\*



21,179\*

**ALEXANDER  
THE  
CORRECTOR**

by  
Edith Olivier  
\$2.50

**MY SHADOW  
AS I PASS**

by  
Sybil Bolitho  
\$2.50

**DYNAMITE**

by  
Louis Adamic  
\$2.00

**TO  
THE NORTH!**

by Jeannette  
Mirsky  
\$3.75

**THE  
FOUNDRY**

by  
Albert Halper  
\$2.50

**THE FORTY  
DAYS OF  
AUSA DAGH**

by  
Franz Werfel  
\$3.00

**ALSO:**

Erasmus of Rotter-  
dam, a new full-  
length biography  
by Stefan Zweig.  
A new Oceola  
Archer mystery.  
Tarabas, a new  
novel by Joseph  
Roth, and ten  
other Viking titles.

**VIKING PROMOTION**

The strange story of a  
curious little Scotsman who  
wrote an immortal book, tried to  
reform a nation and was sent to a mad-  
house every time he fell in love. A biog-  
raphy as human, as sympathetically written as  
the author's novels, *Mr. Chilvester's Daughters*,  
and *Dwarf's Blood*. August 3 Illustrated \$2.50

**ALEXANDER  
THE CORRECTOR:**

The Eccentric Life of Alexander Cruden

BY EDITH OLIVIER

**DYNAMITE:**

The Story of Class Violence in America

BY LOUIS ADAMIC

A completely new, popular edition of a brilliant first  
book written four years before *The Native's Return*  
and containing fifty new pages bringing this his-  
tory of social struggle up to the momentous  
strikes and riots of 1934. Sinclair Lewis says,  
"That this should not have a huge sale  
is a disgrace to the entire country."

To be published August 1  
Illustrated \$2.00

**VIKING PROTECTOR**



# BEHIND THESE TITLES

The widow of William Bolitho, eccentric genius of modern journalism, has translated their years together into a novel of love. Pouring out an emotional wealth all the more remarkable for its realism, weaving into her narrative excerpts from the letters and notebooks of her husband, lending it all the color of ceaselessly flashing moods, she has created one of the finest love stories of modern times. *September 21.* \$2.50

## MY SHADOW AS I PASS

BY SYBIL BOLITHO

## TO THE NORTH!

The Story of Arctic Exploration  
from Earliest Times to the Present

BY JEANNETTE MIRSKY

This is an authentic, heroic, blood-tingling narrative of men in sledges, men in frail boats, men in tiny airplanes struggling northward for one thousand years, into the Arctic where every element must be battled to the death.

*To be published September 17*

*Illustrated \$3.75*

# ON BEHIND YOU

**ALEXANDER  
THE  
CORRECTOR**  
by  
Edith Olivier  
\$2.50

**MY SHADOW  
AS I PASS**  
by  
Sybil Bolitho  
\$2.50

**DYNAMITE**  
by  
Louis Adamic  
\$2.00

**TO  
THE NORTH**  
by Jeannette  
Mirsky  
\$3.75

**THE  
FOUNDRY**  
by  
Albert Halper  
\$2.50

**THE FORTY  
DAYS OF  
MUSA DAGI**  
by  
Franz Werfel  
\$3.00

### ALSO:

Erasmus of Rotterdam, a new full-length biography by Stefan Zweig  
A new Oceol Archer mystery  
Tarabas, a new novel by Joseph Roth, and ten other Viking titles



**ALEXANDER  
THE  
CORRECTOR**

by  
Edith Olivier

\$2.50

**MY SHADOW  
AS I PASS**

by  
Sybil Bolitho

\$2.50

**DYNAMITE**

by  
Louis Adamic

\$2.00

**TO  
THE NORTH!**

by Jeannette  
Mirsky

\$3.75

**THE  
FOUNDRY**

by  
Albert Halper

\$2.50

**THE FORTY  
DAYS OF  
MUSA DAGH**

by  
Franz Werfel

\$3.00

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A new Oceola  
Archer mystery.  
Tarabas, a new  
novel by Joseph  
Roth, and ten  
other Viking titles.

**VIKING PROMOTIONS**

*A brilliant young Amer-  
ican author who wrote a  
startling, best-selling novel last  
year and was enthusiastically hailed  
by public and critics, now exceeds the  
remarkable promise of his first book.*

**THE  
FOUNDRY**  
by **ALBERT HALPER**

Caught in the very act of living, the men and women who love and struggle and laugh and hate in *The Foundry* are the lustiest, most real people who ever sprang from the pages of a book to seize the breathless interest of a reader. The author of *Union Square* has written an utterly absorbing novel about human beings who work.

*Coming September 4. \$2.50*

**VIKING PROTECTOR**  
THE VIKING PRESS

ON BEHIND THESE TITLES

One of Europe's  
greatest novelists comes to  
the Viking list with a novel rec-  
ognized abroad as infinitely his  
most impressive and exciting work to date.

# THE FORTY DAYS OF MUSA DAGH

by FRANZ WERFEL

The subject is vast, the characters immensely diverse. Romance, treachery, battle and sudden death, move through this book counterpointed to universal emotions—hope, ambition, love, jealousy, patriotism. The Viking Press presents it as a contribution to enduring literature, unquestionably one of the most important novels that it has been privileged to publish.

Coming October 15. \$3.00

ALEXANDER  
THE  
CORRECTOR

by  
Edith Olivier  
\$2.50

MY SHADOW  
AS I PASS

by  
Sybil Bolitho  
\$2.50

DYNAMITE

by  
Louis Adamic  
\$2.00

TO  
THE NORTH

by Jeannette  
Mirsky  
\$3.75

THE  
FOUNDRY

by  
Albert Halper  
\$2.50

THE FORTY  
DAYS OF  
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by  
Franz Werfel  
\$3.00

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A new Oceola  
Archer mystery  
Tarabas, a new  
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other Viking titles

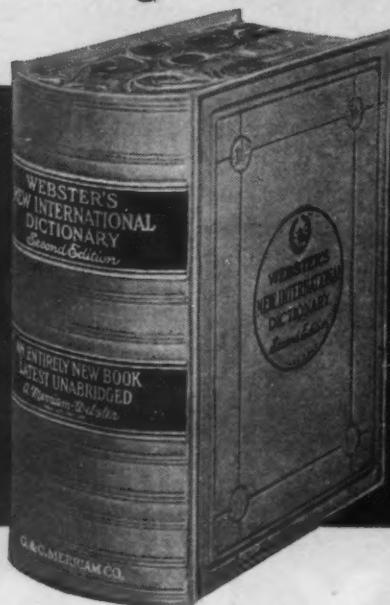
ON BEHIND YOU

518 E. 48TH ST. N. Y. C.



# The New Merriam-Webster

For More Than  
100 Years  
Each New  
Edition of the  
Merriam  
Webster  
Has Marked an  
Epoch in American  
Education



The New  
Merriam  
Webster  
Now Ready, Is the  
Most Important  
Contribution to  
Educational  
Equipment  
In 25 Years

## NEW 1934 WEBSTER'S NEW INTERNATIONAL DICTIONARY *Second Edition*

*A New Creation — Greater Than Its Famous Predecessors*

### The Greatest Single Volume Ever Published

Completely New  
From Cover to Cover  
Every Entry Rewritten or  
Re-examined

New Type — New Plates  
Just off the Press  
3,300 Pages

600,000 Entries  
Greater by 122,000 Than Any  
Other Dictionary

Thousands of New Words  
12,000 Terms Illustrated  
Magnificent Plates in Color  
and Halftone

Thousands of Encyclopedic Articles  
35,000 Geographical Entries  
13,000 Biographical Entries  
Synonyms and Antonyms

Made by 262 of the  
World's Greatest Specialists  
New High Standard of Etymologies  
Cost \$1,300,000

The Most Notable Publishing  
Event of the Century

BIG NEWS for Booksellers! A NEW Merriam-Webster! Every experienced bookseller will appreciate the extraordinary importance of this announcement. Webster's New International Dictionary, Second Edition, new from cover to cover! During eight years the greatest corps of editors ever organized has been working to create this epochal book. The publishers have invested \$1,300,000.00 in it. It will be presented in one of the strongest promotion campaigns in publishing history. A great sale will develop immediately and spontaneously because to many thousands this great new Merriam-Webster is an absolute necessity.

### A Vast Market for Sales

The prestige of the Merriam-Webster has been growing and strengthening for a century. It is universally recognized today as the "Supreme Authority." A great company of owners of older Merriam-Websters will eagerly demand the new Merriam-Webster. Countless others will welcome this latest and greatest of reference works. There is hardly a home, school, or office in the land that does not offer a selling opportunity and to every corner of the country will go the Merriam advertising preparing the way for your sales.

### A National Advertising Campaign Display Material and Sales Helps

We will supply without cost window display material, counter cards, imprinted folders, and mailing cards for your use upon publication of the New Merriam-Webster; also imprinted mailing cards or folders for immediate use. Write us at once requesting the material you can use.

Regular Edition: Buckram, Indexed \$20.00  
Sheep, Indexed 25.00

India-Paper: Tan Library Buckram, Indexed \$27.50  
Full Leather, Indexed 35.00

G. & C. MERRIAM CO.  
Springfield

Mass.

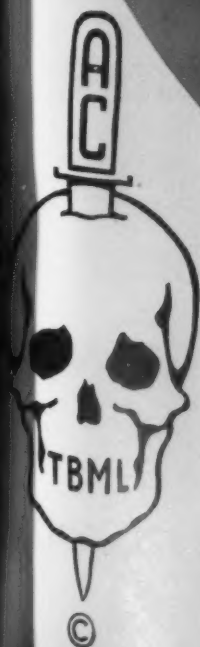


ANNOUNCING

**THE  
TIRED  
BUSINESS  
MAN'S LIBRARY**

OF  
*ADVENTURE, DETECTIVE  
AND  
MYSTERY NOVELS*

*(All Brand-New)*



*An Unusual Sales  
Opportunity for the  
Bookseller* →



# To Increase the Book

BOOKSELLERS: in this "Alphabetical Year" we present the T.B.M.L. Pick your customers now for whom this Library is a sure buy. Sell them the idea of purchasing a carefully chosen group that in superlative fashion provides the type of reading they want. The advertising will emphasize the attractiveness of the set as a whole. On July 27 and thereafter display and sell what is the biggest opportunity of the year to increase your unit of sale.

## THE TIRED BUSINESS MAN'S LIBRARY

\$2.00 per volume. Sell them in groups of 5 volumes at \$10.00; 10 volumes at \$20.00; and the set of 15 volumes at \$30.00.

## HEAR YE

On July 27 occurs the publication of Detective and Adventure. The publication on one of books offers an unprecedented fiction readers of the nation.

★ ★

America and England have secured a balanced and good novels, absolutely up to date designed for the relaxation of thousands of business professionals. Welcome this type of novel. Are ones tried and true in new names to provide excitement.

# eller's Unit of Sale



HEAR YE!

e publishing event in the  
Adventure Fiction. On that date  
THE BUSINESS MAN'S LIBRARY  
and Mystery Novels.  
one of fifteen brand-new  
feast for the popular

★

Eng have been combed to  
nded group of first-class  
p- in their appeal and  
xatd entertainment of the  
ess professional men who  
f r. Among the authors  
tr in addition there are  
ide excitement of discovery.

On this Library can be  
spent fifteen times as much for  
advertising as would be pos-  
sible on each individual title.  
In launching the T.B.M.L. the  
publishers are putting through  
one of the largest advertising  
campaigns of the year, designed  
to get a maximum number of  
adventure and detective story  
readers talking about the  
T.B.M.L. and going into the  
Bookstores to purchase it. The  
opening guns of this campaign  
are full pages in the *New York  
Times Book Review* and the  
*New York Herald Tribune  
Books* on July 29, with large  
spreads in the *Chicago Tribune*,  
*Chicago News*, *Boston Tran-  
script*, *Philadelphia Inquirer*,  
and other mediums.



*These are the 15 volumes in The  
Tired Business Man's Library—*

**The Ready Blade**, by A. Edwards Chapman.  
Vigorous romance of feudal England.

**Scrambled Yeggs**, by Octavus Roy Cohen. A  
Jim Hanvey mystery.

**Crime at Cobb's House**, by Herbert Corey.  
Double-murder in Virginia fast set.

**Thunder in the West**, by Robert Crane. Red-  
blooded Western.

**Murder Below Wall Street**, by Roger Delancey.  
Murder of financier.

**The Pleasure Cruise Mystery**, by Robin For-  
sythe. A body found on deck of cruise ship.

**Out of the Dark**, by George Gibbs. Weird case  
of incarceration.

**Inspector Higgins Sees It Through**, by Cecil  
Freeman Gregg. Detective on a murder hunt.

**The Empty House**, by Francis D. Grierson. A  
corpse found in an empty house.

**Death and the Dowager**, by Bertrand Huber.  
Robbery and murder on Lord Banbrooke's  
estate.

**Murder in Church**, by Babette Hughes. Sophis-  
ticated mystery of scientist killed in church.

**The King in Check**, by Talbot Mundy. A lively  
"Jingrim" adventure yarn.

**Smash and Grab**, by Clifton Robbins. Starts  
with a brick through a jeweler's window.

**Shadows**, by Florence Ryerson and Colin Clem-  
ents. Actor shot on location in Hollywood.

**Marked Man**, by H. C. Wire. Murder on a west-  
ern ranch.



**Dealer Sales—Helps on  
the T.B.M.L.**

**Circulars for Dealer Im-  
print. Metal Posters for  
Window and Counter  
Use. News Story for Lo-  
cal Papers.**

**THE TIRED BUSINESS MAN'S LIBRARY**

*15 Brand-New Adventure, Detective and  
Mystery Novels*

will be published on July 27 by

**D. APPLETON-CENTURY COMPANY**  
35 West 32nd Street  
New York



RAFAEL SABATINI'S new novel of the Napoleonic Wars will be classed with "Scaramouche," "Captain Blood," and "The Sea Hawk." . . . No reader will forget Marc Antoine with his nimble wit and ready sword. . . . Booksellers will have a chance to judge it for themselves when they receive their advance copies. . . . Meanwhile there's a stunning poster in process and some large effective advertisements. . . . The date is August 28th, the price, \$2.50—Houghton Mifflin Company.

# Venetian Masque

GUARANTEED BEST SELLER!

RECORD-BREAKING POTENTIALITIES!

AN HISTORIC DOCUMENT!

UNLIMITED SALES POSSIBILITIES!

## THE FACTS ABOUT OUR FALL

# THE COLD JOURNEY

by Grace Zaring Stone

Predictions are dangerous. Instead, we ask you to read this new novel by the author of "The Bitter Tea of General Yen". It tells the story of a band of pious New Englanders captured by the French and Indians and taken to Quebec. The temptations of a worldly city alter their destinies in ways that are developed with irony and restraint. We're planning to promote it as a big book. Advertising appropriation: \$3000 to start.

Coming: September 11.

Price: \$2.50

# YONDER SAILS THE MAYFLOWER

by Honoré Morrow

Two things to remember on this: with it, Mrs. Morrow returns to the field of her greatest success, the historical novel, and: the book is exciting. It's a romance of the Speedwell and the ship it was supposed to accompany, the Mayflower, about Robert Cushman, leader of the colonists, and his love for Mistress Minter. Advertising appropriation: about \$2000.

Coming: October 9.

Price: \$2.50

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BIG NAMES!

PUBLISHING ACHIEVEMENT!

GREATEST LIST!



**ALL ARTISTS SPEAK FOR THEMSELVES!**

# THE GOLDEN VANITY

by Isabel Paterson

You know how well you sold "Never Ask The End". Mrs. Paterson's newest is somewhat different and has elements which should make for greater popularity: simpler style, more action, more plot. The setting is New York during the last ten years. Three women achieved their goals in different ways but not without some sacrifice of freedom and virtue. Recommend it to literates. Advertising appropriation: \$3000 to start.

Coming: October 22.

Price: \$2.50

# A TIME TO KEEP

by Halliday Sutherland

It's not easy to repeat a non-fiction success with another book in the same vein. But, evidently, Dr. Sutherland kept something back when he wrote "Arches Of The Years". His new book of memoirs contains more of himself—of his youth and manhood—and introduces us to a drunken Indian chief, an ex-Sergeant who told tall stories, the Alderman of the Perfect Pub and others whom only Dr. Sutherland should describe. Advertising appropriation: about \$2000.

Coming: October 23.

Price: \$3.00

B

BORROW

386 Fourth Avenue, New York, N. Y.

~~GUARANTEED BEST SELLER!~~

~~RECORD-BREAKING POTENTIALITIES!~~

~~AN HISTORIC DOCUMENT!~~

~~UNLIMITED SALES POSSIBILITIES!~~

## **THE FACTS ABOUT OUR FALL**

### **IN THIS VALLEY**

**by Michael Home**

We can't tell you who Michael Home really is but you should remember him as the author of "Return", a successful first novel, last year. His new book is also about the beautiful English countryside he knows so well—and a farmer who thought he loved two women. Just selected as the London Standard's Book-of-the-Month.

**Coming: September 12. Price: \$2.50**

### **THE HILLS STEP LIGHTLY**

**by Alberta Pierson Hannun**

Of special appeal to women—a romantic novel of North Carolina, of a loved by two men—one, substantial and dependable, the other, restless and artistic. Told with deftness, insight and surprising and delightful humor. By author of "Thursday April".

**Coming: August 28. Price: \$2.50**

### **WHEN THE LOOMS ARE SILENT**

**by Maxence Van der Meersch**

Not the socialistic but the personal story of a strike and its consequences among the people of a French textile town. The author's two earlier novels, not published here, were praised by French critics, the translator, Dr. Frederick Blossom, is known as a translator of Proust and Colette.

**Coming: October 8. Price: \$2.50**

### **KINGS AND NUMBERS**

**by Tiffany Thayer**

Tiffany Thayer is robust—but he knows his audience and his audience knows him. He's turned his attention to a creation of the story of Pericles, travels and adventures. Told in Thayer's vernacular (with numerous anecdotes in the Boccaccio tradition), it becomes human and interesting.

**Coming: September 26. Price: \$2.50**

. . . AND PUBLISHED BY

TIES!

BIG NAMES!  
PUBLISHING ACHIEVEMENT!  
GREATEST LIST!



LIST SPEAK FOR THEMSELVES!

# WILD-ANIMAL MAN

THE LIFE STORY OF REUBEN CASTANG

by R. W. Thompson

They say Reuben Castang is the greatest wild-animal trainer who ever lived. He certainly had to be pretty good to live through forty years of it. His adventures started with Hagenbeck in Hamburg, took him to the African jungle, to Luna Park in Coney Island, to the St. Louis Exhibition, to the New York Hippodrome. Now he's training apes for Hollywood.

Coming: August 29.

Price \$3.50

## WITHOUT GLOVES

by Frank R. Kent

he knows the Great Federal Experiments, from April 1933 through June 1934, are described and evaluated by this clear-thinking, independent journalist widely known for his political column, radio talks and books. He handles his subject fearlessly but without gloves. Capitalize on criticism of bureaucracy.

Coming: September 10. Price: \$2.50

## MORROW MYSTERIES

Four good titles, four good stories, four good authors. Mysteries aren't stepchildren with us. They'll be vigorously advertised and promoted:

THE TEA TRAY MURDERS  
by Christopher Bush

COMING: AUGUST 28.

PRICE: \$2.00

LEGACY OF DEATH  
by R. A. J. Walling

COMING: OCTOBER 8.

PRICE: \$2.00

THE CASE OF THE CURIOUS BRIDE  
by Erle Stanley Gardner

COMING: NOVEMBER 6.

PRICE: \$2.00

THE WHITE PRIORY MURDERS  
by Carter Dickson

COMING: DECEMBER 3.

PRICE: \$2.00

BORROW . 386 Fourth Avenue, New York, N. Y.





*Here's*

the gayest, yet the most tantalizing, most genuinely terrifying mystery you have been privileged to sell since that great best-seller, **THE BELLAMY TRIAL**—a brilliantly readable novel of a curious crooked lane which led straight to a small, tragic, glimmering heap of beauty who was—until an hour before—the wildest belle in Washington society!

**Is your order in?**

**\$2.50. DOUBLEDAY, DORAN**

**The**  
**I**

"And

And after that, where?

Straight down **The Crooked Lane**  
And all around the square...."

Coming August 8th...

**FRANCES**

**NOYES**

**HART'S**

**e Crooked**

**ane**

—most romantic  
mystery by the  
famous author of

**THE BELLAMY TRIAL"**

# ON PRESS!



WE have seldom looked forward to a group of books with keener anticipation or greater confidence for both steady sales and exciting possibilities! Here are novels and non-fiction hand-picked for every kind of bookseller and for every kind of customer, beginning with that popular English best-seller—an *Uncle*

*Tom's Cabin* of the divorce courts, equally pertinent and equally amusing on both sides of the Atlantic—**HOLY DEADLOCK**, by A. P. Herbert, author of *The Water Gipsies*. **HOLY DEADLOCK** comes on August 1st as the Selection of the Book-of-the-Month Club.

TITLE	AUTHOR	DESCRIPTION	DATE-PRICE
THE BARTER LADY	Evelyn Harris	A woman farmer sees it through—the courage and helpfulness of Anne Shannon Monroe.	July 25 \$2.50
PICTURE PEOPLE	Olga Rosmanith	Romantic Hollywood in a popular realistic novel.	July 25 \$2
HOLY DEADLOCK	A. P. Herbert	Book-of-the-Month Club. (See above.)	Aug. 1 \$2.50
ROMANCE FOR SALE	Maysie Greig	Fastest growing author of popular romances.	Aug. 8 \$2
HEIRS OF MRS. WILLINGDON	Mathilde Eiker	Sparkling wit in a novel for the Better Customers.	Aug. 8 \$2
EAST AND WEST	W. Somerset Maugham	Collected stories for Maugham fans and 17,000 who've bought <i>The Traveler's Library</i> .	Aug. 8 \$3
THE CROOKED LANE	Frances Noyes Hart	By the author of <i>The Bellamy Trial</i> . (See preceding pages.)	Aug. 8 \$2.50
PEDIGREE OF HONEY	Barbara Webb	We're counting on her for Richmond-Norris sales.	Aug. 22 \$2
NONE BUT THE BRAVE	Marguerite Mooers Marshall	Real find in popular romance by a famous woman's columnist.	Aug. 22 \$2
LOVE ON THE DOLE	Walter Greenwood	An English <i>Little Man</i> , <i>What Now?</i>	Aug. 22 \$2.50

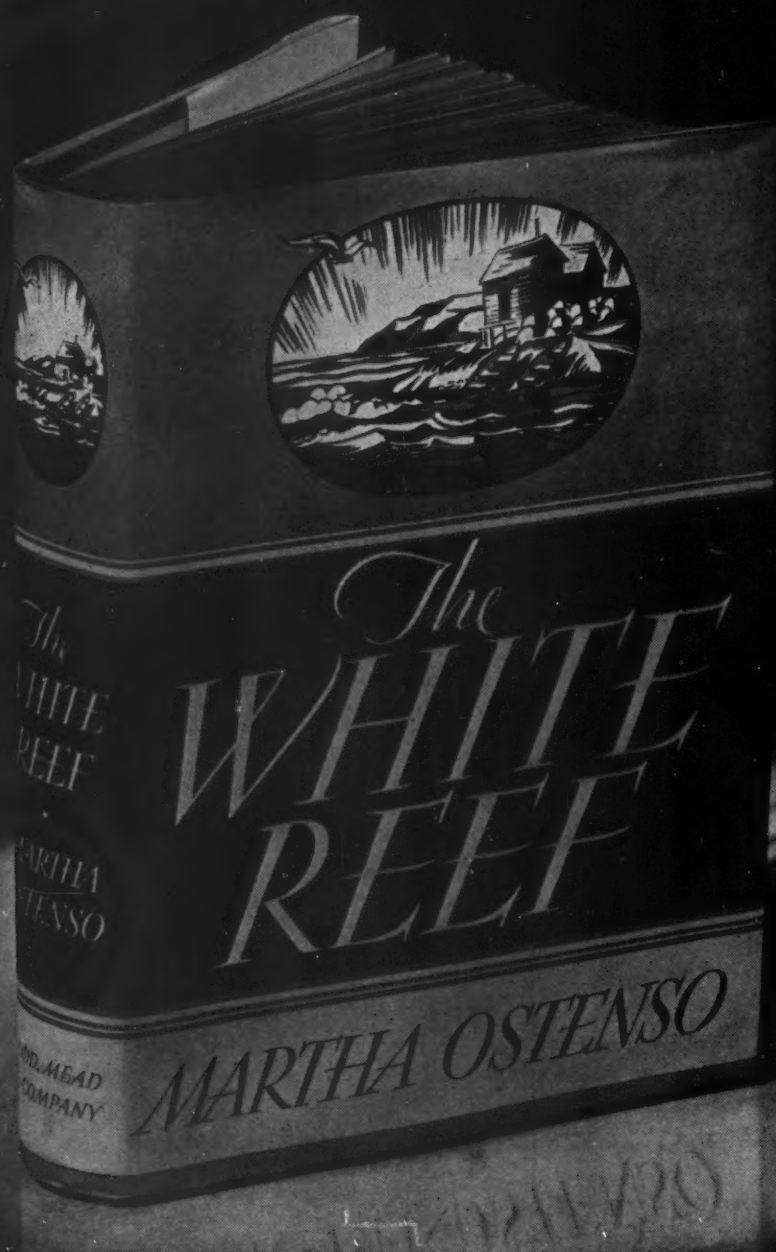


TITLE	AUTHOR	DESCRIPTION	DATE— PRICE
CAPTAIN NICHOLAS	Hugh Walpole	First London novel since <i>Wintersmoon</i> , from the author of the Herries Saga.	Aug. 29 \$2.50
MAIDEN VOYAGE	Kathleen Norris	For sheer story-telling, she has no peer.	Sept. 5 \$2
THE LONG DAY CLOSES	Beatrice Tunstall	Another rich novel of old England from the author of <i>The Shiny Night</i> .	Sept. 5 \$2.50
WEST OF APACHE PASS	Charles Alden Seltzer	Long—packed with color—by one of our most widely read Western authors.	Sept. 12 \$2
HEARKEN TO THE EVIDENCE	H. Russell Wakefield	May rival <i>The Paradine Case</i> .	Sept. 12 \$2
THE ANTEROOM	Kate O'Brien	The new novel from the author of <i>Without My Cloak</i> , winner of the Hawthornden Prize.	Sept. 26 \$2.50
OMAR KHAYYAM	Harold Lamb	The story of the author of <i>The Rubaiyat</i> , from the distinguished student of the East who wrote <i>Genghis Khan</i> , <i>Tamerlane</i> , <i>The Crusades</i> .	Sept. 26 \$3
MORE HARBOURS OF MEMORY	William McFee	More salty, nostalgic recollections, by the author of <i>The Harbourmaster</i> .	Sept. 26 \$2.50
FRANCIS THE FIRST	Francis Hackett	Comparable to his <i>Henry the VIIIth</i> , outstanding biography of contemporary times.	Oct. 10 \$3
ELIZABETH	Frank Swinnerton	The new novel from the distinguished author of <i>Nocturne</i> .	Oct. 10 \$2.50
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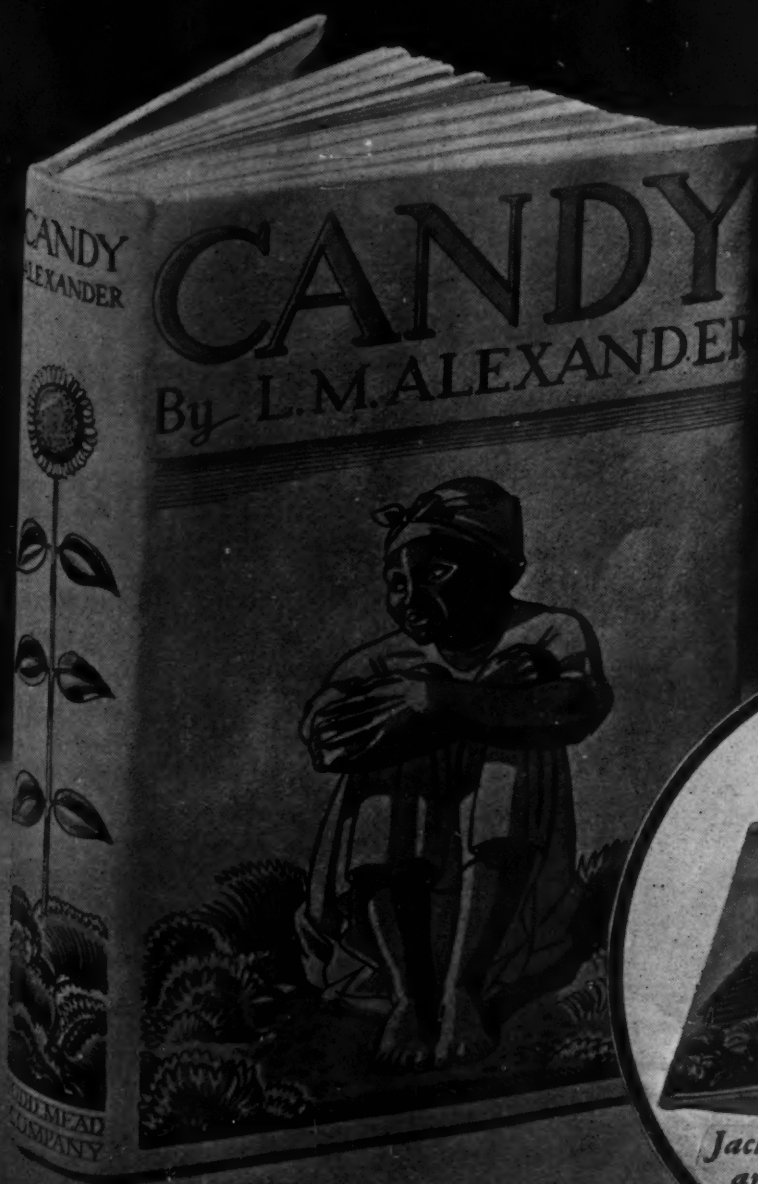
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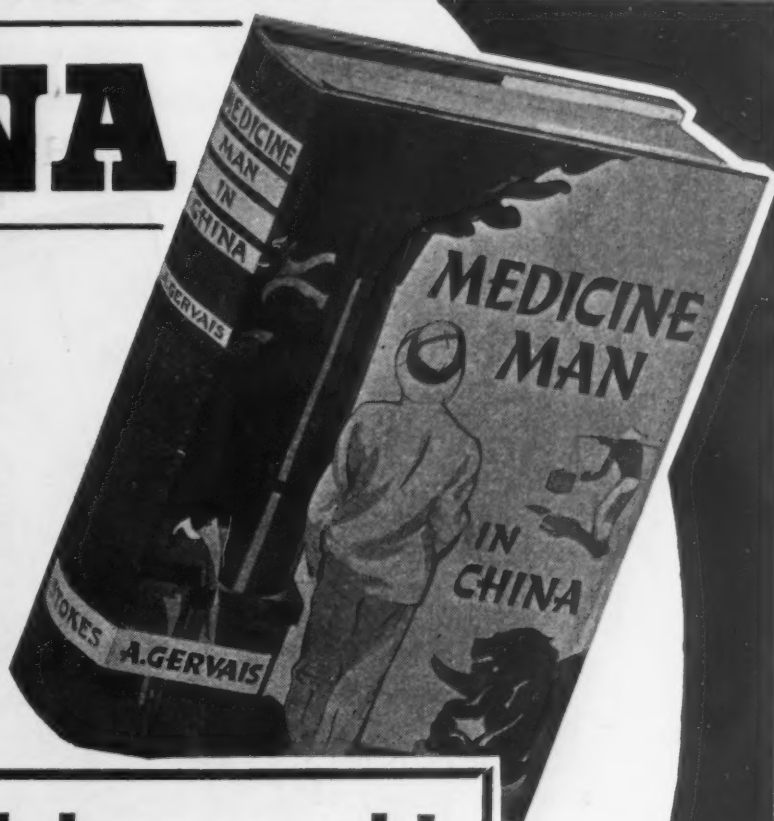
By A. Gervais

of a bank. British McFee and the right etable y any- ding." city.

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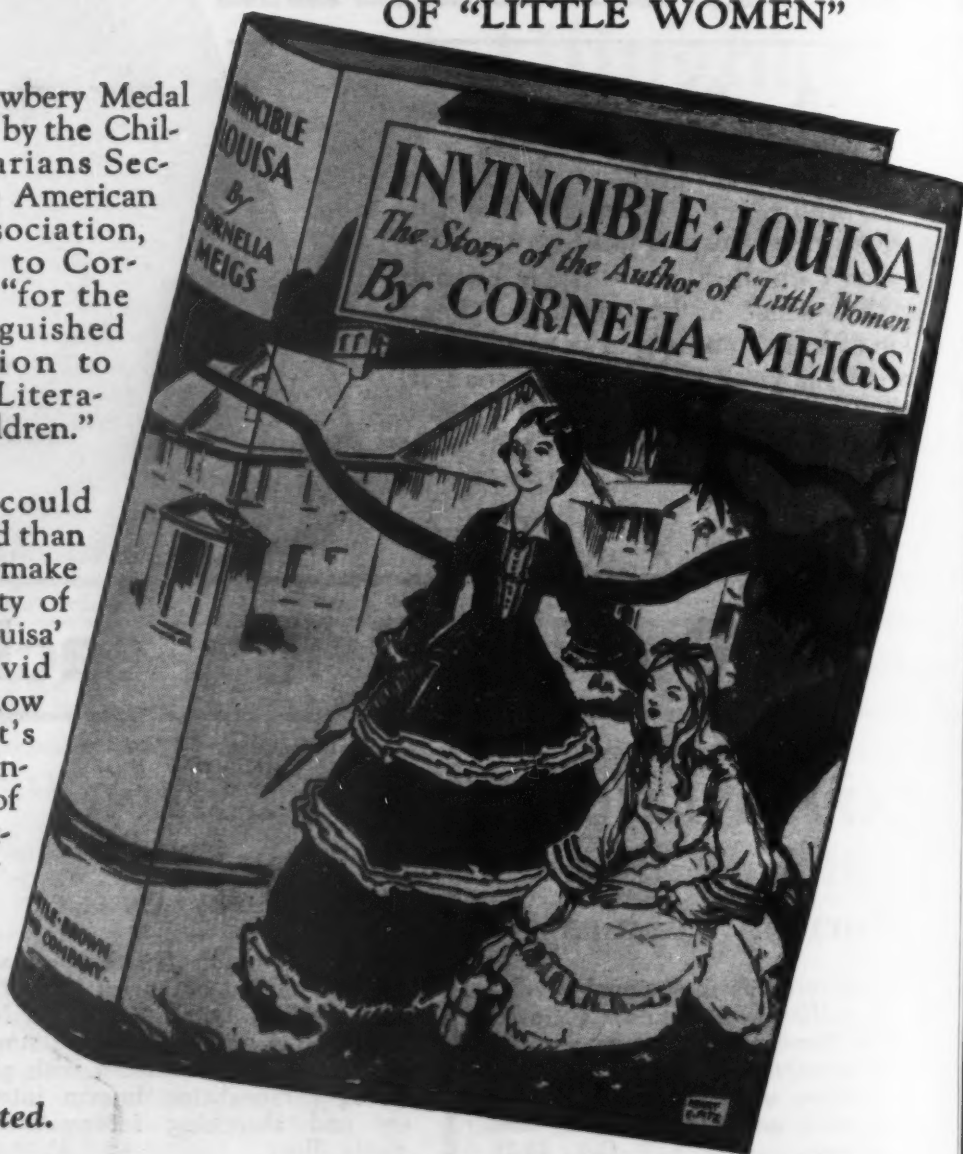
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JULY 7, 1934

27

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You will find SLIM as tonic as a cold shower, for it is a story of icy-nerved men whose daily work is a gamble with death, men who respect little but the expert in their own field, men who in an earlier day would have been frontiersmen.

We are enthusiastic about SLIM. It will thrill men, women and youth of both sexes, for it preserves the spirit of fearless courage which appeals to every reader. We shall promote it accordingly.

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Dear Mr. Olsen:

I don't know whether I have already told you how enthusiastic I am about RIVER SUPREME. It is one of the best books I have read in a long time. I was most enthusiastic about OIL FOR THE LAMPS OF CHINA, but I like RIVER SUPREME even better. It should have a remarkable sale, and the grand part is that it is a book men will like equally as well as women. You may depend upon us for selling all that we can. It is really a joy to have this type of book to recommend to people for summer reading.

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A magnificent account of a colorful historical figure.



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Foreword by ROBERT SELPH HENRY, Author of *The Story of the Confederacy*



## ANNOUNCEMENT

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JAMES LOEB, the founder of the LOEB CLASSICAL LIBRARY last summer bequeathed the series to Harvard University. Hereafter the American sales will be handled by the Harvard University Press. Dealers and librarians will please note that catalogues and information about individual volumes will be supplied by the Press and that all orders should be addressed to the HARVARD UNIVERSITY PRESS RANDALL HALL, CAMBRIDGE, MASS.

# BLUE RIBBON BOOKS

## *Announces*

### Revolutionary Idea in Juvenile Books

#### Blue Ribbon Books

386 FOURTH AVENUE  
NEW YORK, N. Y.



#### To Our Friends in the Trade:

Since BLUE RIBBON BOOKS was founded just over four years ago, it has been our aim to produce each fall a NEW kind of juvenile merchandise to break open a new market and enlarge your profits.

You know our past record: The Pop-ups, Mickey Mouse, Three Little Pigs. The five best-selling juveniles of last year were all Blue Ribbon titles. Now BLUE RIBBON tops these past performances with a revolutionary conception in book-making -- a story book with characters that come out of the pages and WALK.

THE WADDLE BOOKS promise to be sensational sellers. They have the foundation of all children's books -- a story and colored illustrations. And they have something no other juvenile ever had -- three-dimensional characters that walk without the aid of any mechanical contrivance. Like the Pop-ups they are self-explanatory merchandise that sells itself on sight.

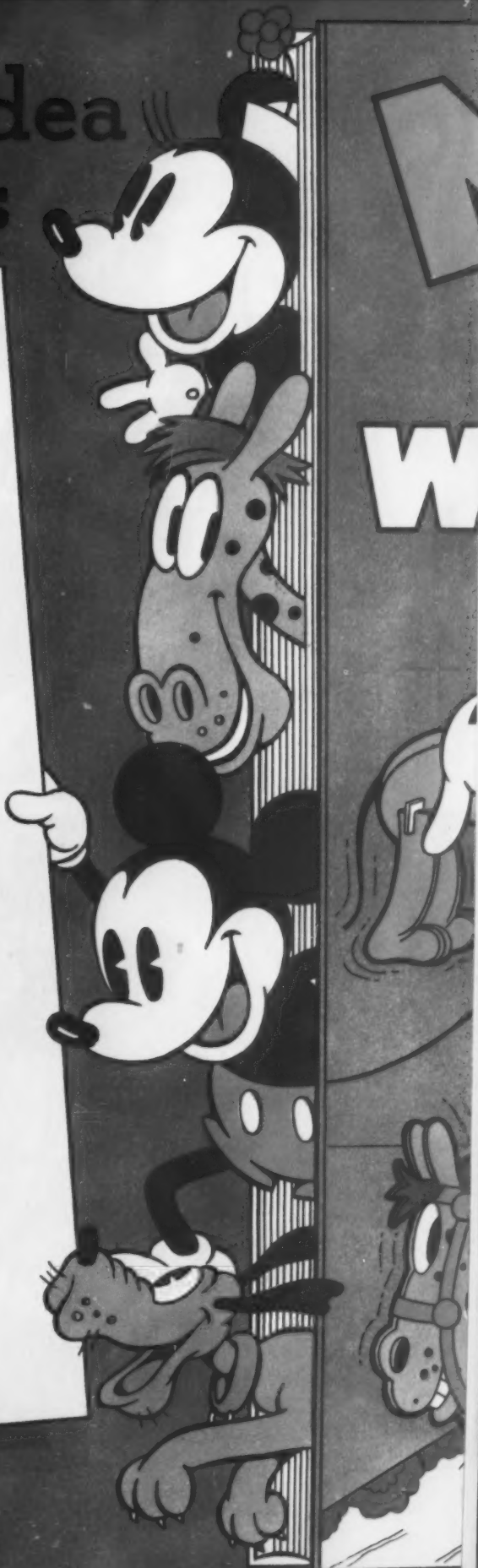
Our first title will present the most popular juvenile character in the world today. It is:

#### THE MICKEY MOUSE WADDLE BOOK

Read the details in the following pages. Our travellers will soon be giving you a demonstration of what we believe will be the most successful juvenile merchandise in a decade.

Sincerely,

*Erwin Reynold*





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A story book  
AND WALK  
MOUSE W  
character  
of their  
their color  
of a mere

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MICKEY MOUSE WADDLE BOOK is worth more than its dollar retail price as a story-book alone. It will be approximately the same size as the Three Little Pigs. Illustrated in full colors by The WALT DISNEY Studios. PLUS extra pages with the four characters ready to snap out and walk, and a 20-inch illustrated folding RUNWAY which comes in an envelope with each book. Wait till you SEE it!



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Did you ever see PA...  
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the song, but a profit...  
Young and old alike...  
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WADDLE. It will be...  
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MICKEY MOUSE WADDLE BOOK is thorough...-PROD

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386 FOURTH A NEW



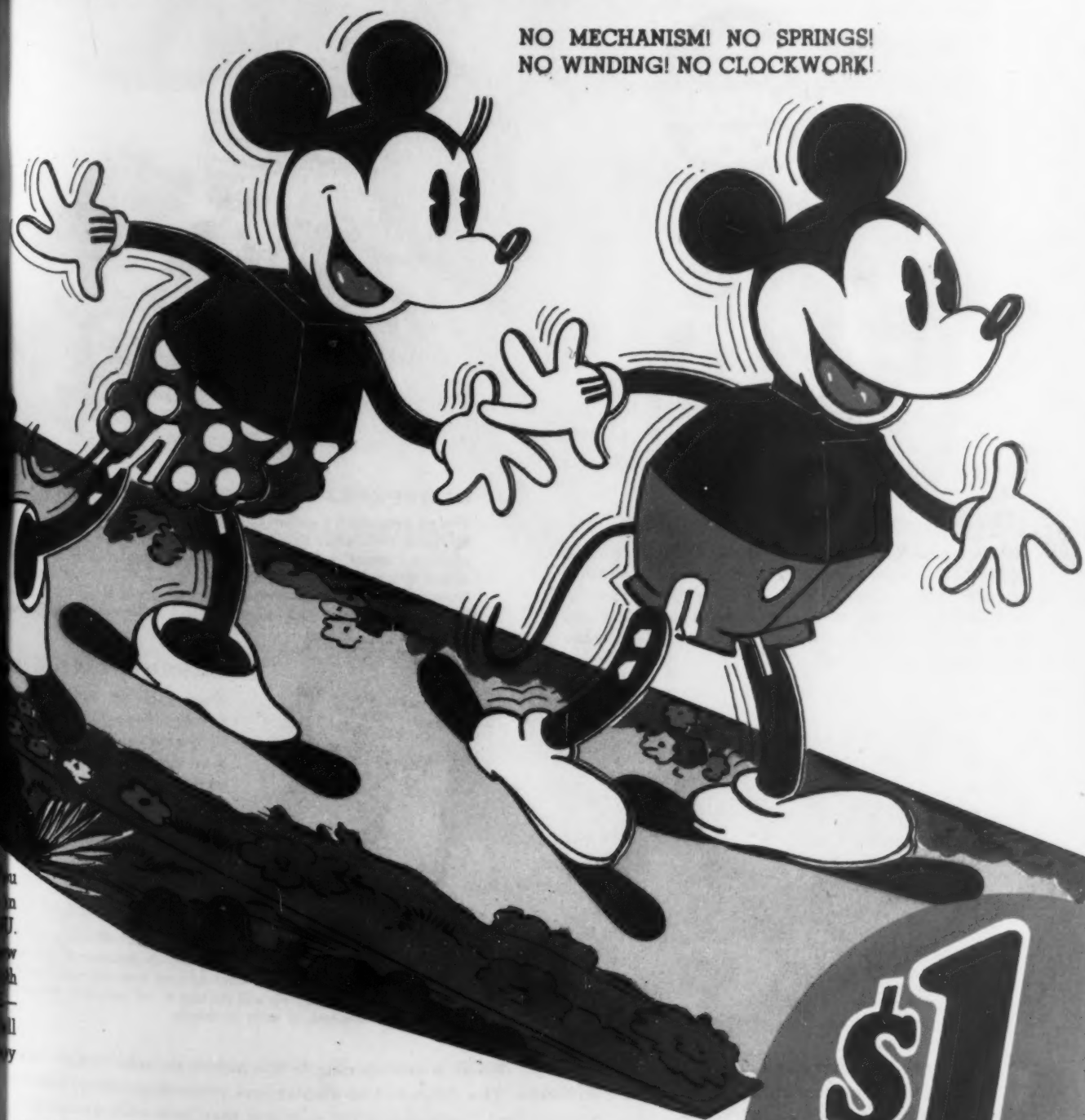
# Best of a Sensational New Series MUSE WADDLE BOOK

story book  
ND WAL  
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ers that ACTUALLY COME OUT  
le! Yet here it is—THE MICKEY  
See how Walt Disney's famous  
est animated form—stepping out  
ery-book and WADDLING down  
WAY. Out they come at the touch  
—no cutting, no complicated con-

struction, no pasting, no mess! A few of the simplest folds  
and they are on their feet, WADDLING!

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strong and solid, with no mechanism to get out of order  
or come apart. Made of heavy cardboard, they are durable  
and no more likely to break than any well built toy. Any  
child can make them WADDLE.

NO MECHANISM! NO SPRINGS!  
NO WINDING! NO CLOCKWORK!



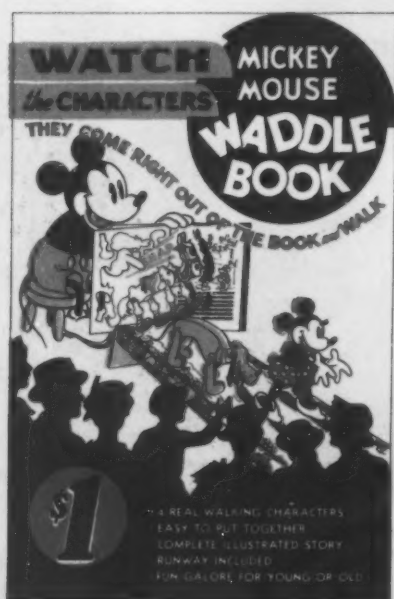
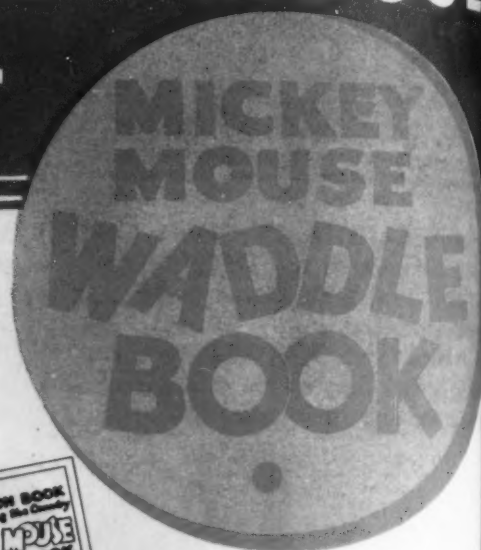
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PRODUCED AND SOLD EXCLUSIVELY BY

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NEW YORK CITY

# HERE'S HOW WE HELP YOU SELL THE MICKEY MOUSE WADDLE BOOK...

We think the WADDLE BOOKS are the biggest merchandising bet we have ever handled. We know we are going to back it with the biggest advertising and merchandising campaign we have ever put on. You remember how we put across the Pop-ups—and our initial appropriation is doubled for the WADDLE BOOKS. So, look over the special helps shown and described here—and get ready for some mighty profitable business in these unusual books.



## WINDOW OR COUNTER CARD

With every shipment of 25 or more MICKEY MOUSE WADDLE BOOKS we include this attractive 4-color lithographed Display Card, 11"x17". It cleverly illustrates the WADDLE feature, and commands constant attention. Place it on your counters and in your windows. It will make people stop, look and BUY

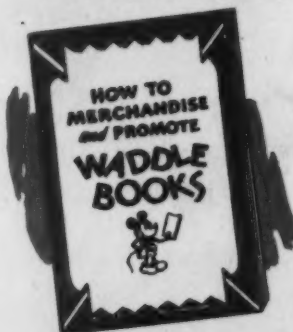


Remember that the MICKEY MOUSE WADDLE BOOK is introducing to the public an unbelievable, new, and different form of book. Others are to follow. The right sort of display and promotion now will create a lasting market for this truly unique merchandise. Place your order now and plan your selling campaign.



## NEWSPAPER MAT SERVICE FOR LOCAL USE

We've prepared a series of striking advertisements of the MICKEY MOUSE WADDLE BOOK for use in your local newspapers. They include "teaser" ads and powerful selling ads telling your customers about this amazing book, and are designed to carry your own signature. We supply newspaper mat proof sheet so you can get the mats you want and hand them to your local papers for insertion.



## MERCHANDISING PLAN

On request we will supply you with display suggestions and tell you (1) How to use the various selling methods most profitably, (2) How to demonstrate, (3) How to tie in with the department, (4) How to put on special promotion stunts, (5) How to build a display booth, and (6) How to put on other promotional ideas.

## STORE DEMONSTRATION

While regular prominent display will keep this sensational book SELLING ON SIGHT, a simple demonstration of the WADDLE feature will result in countless EXTRA sales. The characters IN MOTION are irresistible. Any clerk in your store can easily carry on the demonstration. And, as a special help, we will put one of our own demonstrators in your store, if you desire. See our travellers, or write for details.

**BLUE RIBBON BOOKS, INC.**  
386 FOURTH AVENUE  
NEW YORK CITY



JULY 7, 1934

35



It would be an exaggeration to say that Mary Bickel was one author in a million, but we're quite accurate in saying that she's one in six thousand. On October 9, 1932, the editors of Liberty announced that they had set aside \$10,000 to be used in buying serials by authors who had never before published a novel. They received 6000 manuscripts and picked **BRASSBOUND** as the winner. We're publishing it August 9. Watch these pages for a full description of it next week, July 14th. Price \$2.00

—Coward-McCann, Inc.

**BRASSBOUND** by **MARY BICKEL**



THIS IS THE

THE PUBLISHERS' WEEKLY

# SECOND MYSTERY WE'VE PUBLISHED IN TWO YEARS

**-AND IT'S THE  
DAMNEDEST MYSTERY  
YOU'LL EVER READ!**

"THE HOSPITAL MURDERS", our first mystery, set a record for thrills and bafflement and sales. The second one we could find that keeps this high standard intact is **THE MAN WITH THE WAX FACE** by Richard Wormser.

Easily it's the damndest mystery you'll ever read. A man with a wax face, wanted for murder, strolls up and down Lexington Avenue, talks with policemen, yet eludes capture. The frantic efforts of the entire New York police force to trace a daring killer set a fast pace. The narcotic squad thought he was a dope addict; the riot squad thought he was a communist; the homicide squad thought he was a racketeer—but Sergeant Dixon thought he was



# THE MAN WITH THE WAX FACE

by RICHARD WORMSER

\$2.00

**COMING JULY 23 from HARRISON SMITH AND  
ROBERT HAAS, publishers of THE HOSPITAL MURDERS**

(In Canada: George J. McLeod, Ltd.)

# THE PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

JULY 7, 1934

## Making Crime Pay

*In Selling Detective Stories Publishers Are Guilty of a Painful Absence of Editorial Discrimination and Booksellers Have Not Tried to Understand the Market*

ALLAN GORDON ULLMAN

THE TRAVELER FISHED the last thin dummy from his bag and slid it across the desk. "There," he announced with practiced buoyancy, "is a honey, a corker—something new in mystery stories. We believe the author will be a real property. And look at that jacket! Gives you the creeps, doesn't it?"

"Yes," the Bookseller agreed hollowly, "it gives me the creeps. Not only does it give me the creeps, it gives me a handsome pain in what Frank Magel told Ogden Nash to get off of. You follow me?"

The Traveler nodded. "I remember," he said. "It rhymed."

"Follow a bit further," continued the Bookseller. He snapped his gaunt, hunger-ridden frame from his chair's embrace and strode down the shop's main aisle. The Traveler plowed patiently in his wake, prepared to bite a familiar bullet.

The Bookseller took root before a bookstrewn table in the rear of the shop. "The Morgue!" he proclaimed dismally. "Look at 'em! Some of 'em have been there so long they've grown out of their jackets. Grand jackets, by the way. Give everybody the creeps. I dare say there's a couple of hundred dollars' worth of creeps scattered about that table and on those shelves over there. Incidentally—" the Bookseller's gaze became a bit fishier than usual, "—incidentally I notice that quite a few of these creep-giving tombstones bear your firm's honored imprint. Perhaps your honored firm. . . ."

The Traveler shifted pleasant features from Interested Attention to Rapt Concern. "You know," he apologized, "that I can't make any promises, but I'll take it up with the house. We might be able to work out some kind of deal. But this new one—'Murder in the Men's Room'—swell title, don't you think?—won't wind up in that bunch. It's the real thing! Has plenty of stuff, and you'll hear. . . ."

"Enough!" The Bookseller's lean hand did a Nazi salute. "Time, as some one laughingly used to remark, is money. Also, there may be a customer in this store any day now. I want to prepare myself. As to what you were saying: I agree that your splendid opus will never find its way to that table. I'll take one copy for the library. In the library there is a reasonable demand for blood, but sales, as you may understand, are colder than the assorted corpses interred in yonder tomes. Not bad, that, if I say so myself. To proceed: we do sell, or, to be painfully honest, the public does buy the leaders—Van Dine, Hammett, Christie and so forth. But the days when anything with a death's head on the jacket went out as fast as it came in are gone forever. I suppose the fad has died a natural death. The morons who wallowed in crime a few years ago have switched to something else. Something beyond the bookstore, I should say, for I don't see many of 'em any more."



Which, we may assume, pictures the present situation in one department of the general bookstore. Oddly enough it is one of the few departments which should, in theory, produce consistently profitable business. It is one department in which each unit of sale should and could reach its intended market, for it is designed to satisfy a single-channeled demand—the demand for *entertainment*. Perhaps it is simpler to say that the chances of sale for every good crime-story should be greater by far than the chances for every good novel, or every good non-fiction title. The appeal to the reader involves no confusion of emotional response; its path is quite free of complex mazes and byways; its object no more nor less than unrestrained amusement.

Our literarily inclined psychologists, and our psychologically inclined literateurs, have attempted from time to time to isolate and examine the impulse which motivates the crime-story reader. Unfortunately the truth is too simple, too singularly free of complexities for the scientific gentry. They dare not recognize anything that cannot be tagged with formidable symbols. Yet the crime-story reader seeks only for entertainment. He hopes to wile away time, to allow himself a copious dose of *involuntary* mental exercise.

To illustrate: There are two possible mental courses for the murder-mystery fan. To the problem created by the author he may attempt his own preliminary solution, or he may follow along the author's path, content to reach the solution coincident with the author. The importance derived from either course rests solely in the fact that each is involuntary. Both attain the same end—entertainment. Further: we discover as a natural corollary, that the vast majority of crime-story readers seldom experience the supreme emotional reactions prophesied for them by misguided blurbists. They are rarely "Thrilled," "Shocked," "Chilled," "Gripped," and so forth. They lose very little sleep, after reading. They are not "struck dumb with terror." They *are* entertained.

What has this to do with the important business of reviving and cultivating the sale of crime-stories? Everything. For if you will admit, for the moment, that here lies a dormant source of entertainment, there

must exist reasons for the dormancy. And reasons will suggest remedies.

The reasons, while they fail to balance evenly, fall into the two well-worn categories disinterred whenever any phase of the book business is under discussion: faults of the publishers; faults of the booksellers.

Chief among publishing defects surrounding the present production of crime-stories is a glaring, painful absence of editorial discrimination. We have said before that crime-stories lend themselves to standardization, or in other words, the chances for each unit reaching its intended market should be greater than in any other field, save, perhaps, the Western. Almost every good crime-story should be sold. But the huge number of bad publishing choices has crippled the possibilities of many a good one. The former entertaining features of the crime-story have been undermined by miserable editing. Loss of interest has followed loss of confidence. Too much reliance has been placed on the abnormal peak periods of a few years ago when anything and everything sold. The truth of this statement is proved by the relative success of the two or three publishers who have actually set and maintained a high standard in the field.

The publisher's secondary fault is the confusion evident in promotion: good promotion wasted on inferior stories; good stories torpedoed by bad promotion.

The bookseller's errors have been more general. He has seldom attempted to understand the market. Consequently he is unable to develop it. Furthermore he lacks a working knowledge of the technical variations which occur in the crime stories bought for his shop. Without this knowledge he cannot hope to render a satisfactory service to those of his customers already interested in the genre. A good investment on the part of the bookseller (and the publisher as well) would be the importation of H. Douglas Thompson's "Masters of Mystery" (Collins). The title is rather misleading, for the book is an intelligent, inclusive guide to the modern crime story, as well as a summation of the reasons for human interest in each special division therein.

In addition the bookseller has been reluctant to dramatize his department. Despite Michael Gross's genial urging in the *Retail Bookseller*, the trade will not depart from the



conventional in display or promotion. And what opportunities there are, for large and small bookshop alike! Some day, somewhere, passersby in a quiet street will be galvanized by the sight of a blood-spattered corpse slumped in a bookseller's window. Wax dummies have their uses. Or, as one bookseller suggested, he might make use of the clerk who told a transient customer that "Anthony Adverse" was cheaper at Macy's. There exists one other unsatisfactory con-

dition, attributable to neither bookseller nor publisher. There are no guides available, either to the public or the trade, that give competent information concerning new stories in the field. Reviewers are either too amiable or too badly informed. Trade announcements and buyer's guides omit much that might be helpful. The public, in final analysis, is left to its own hit-or-miss, maybe-this-is-a-good-one, choice. And the public, as we have seen, is growing weary as well as wary.

## Ambassadors Plenipotentiary

*With the Increasing Importance of Direct-by-Mail Promotion, More and More People Are Getting Their First Impressions of a Bookshop Through a Personal Letter*

IN A RECENT ARTICLE we spoke of the publicity value of distinctive wrappings, labels and stickers used by bookshops. They serve as reminders of the shop to those who are already familiar with them, and as an introduction to those who are not. This week we want to discuss the bookshop's ambassador, his advance guard, his liaison officer, in other words, his letterhead. With the increasing importance of direct-by-mail promotion, more and more people are getting their first impression of a bookshop through a personal letter from the shop offering a particular book or service, and this first introduction is followed up by more or less regular communications from the shop. Naturally the content of the letter is all important, but second to that is the letter's appearance. A neatly-typed letter on an attractive sheet with a distinctive letterhead will often gain attention for the message, where a less attractive communication might be consigned to the scrap basket.

On the following pages are shown examples of successful letterheads used by a number of bookshops throughout the country. There are types galore, and no one could say that one type was better or more effective than another. Much depends on the kind of store, the type of customer it attracts and the locality in which it exists. A personal shop will naturally use a different type of letterhead from that used by the large book and stationery store.

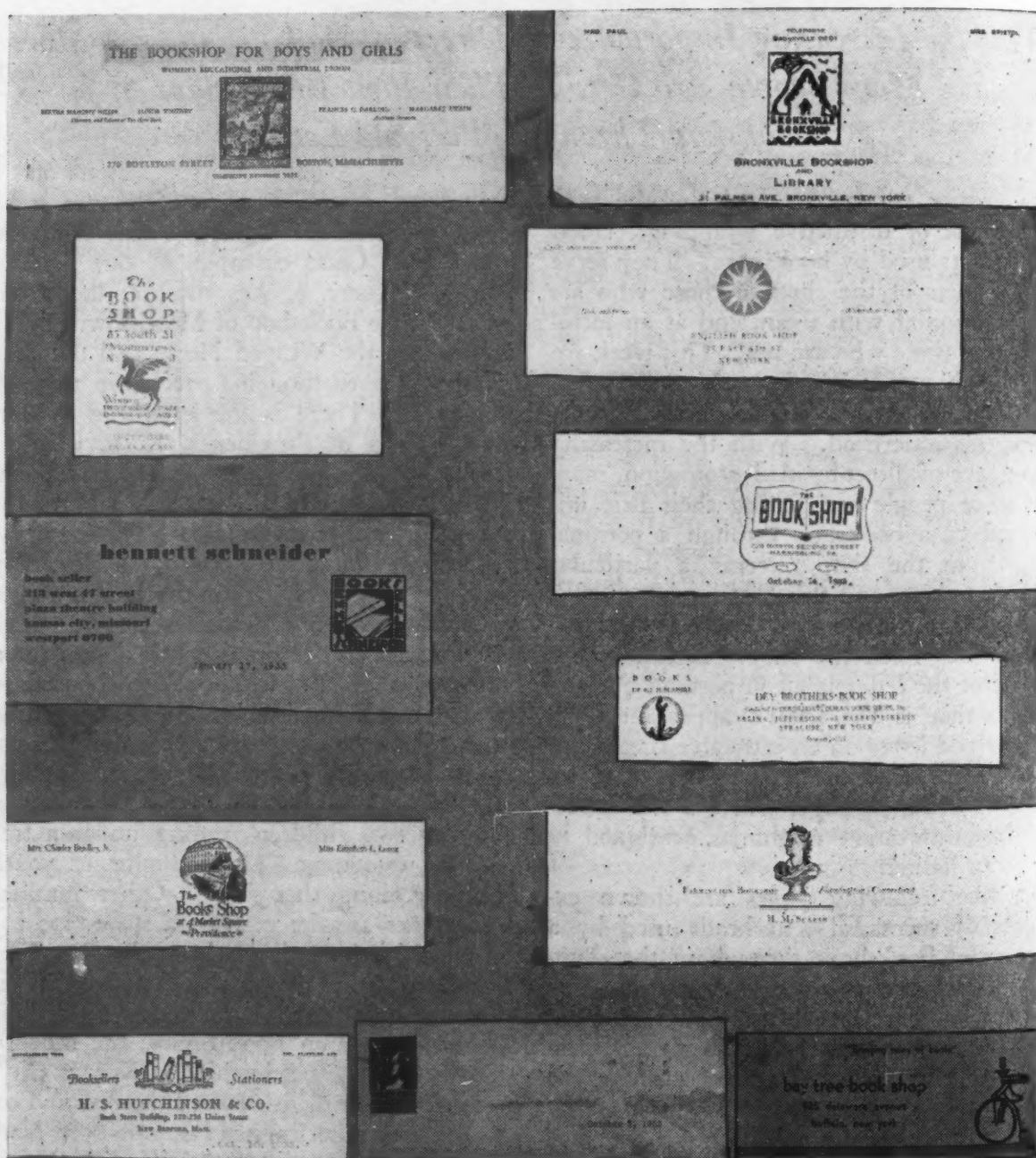
Shops with a distinctive trade-mark, as we

mentioned in the earlier article, use it in every way possible. Usually it appears on the letterhead. Good examples of this are numerous. There is, for instance, the letterhead of The Bookshop of Morristown, N. J., which uses the Winged Horse and the quotation "Winged thoughts pass down through the ages." There is the letterhead of The Booke Shop of Providence, R. I., with its familiar trade device of a colonial man engrossed in a large book with a house of the period in the background. There is the classical device of the Farmington Bookshop with the bust taken from the jacket design of Edith Sitwell's "Alexander Pope," which also appears on the shop's label. The Bronxville Bookshop, a conventionalized house and tree, drawn by a high school student in a contest held several years ago. More formal is the letterhead of the Bookshop for Boys and Girls in Boston which uses a colophon showing two children reading under a tree and the quotation "The thoughts of youth are long, long thoughts." Other familiar trademarks are the man in a stove-pipe hat on an old-fashioned bicycle of the Bay Tree Bookshop in Buffalo; the Rockwell Kent drawing of a man reading used by all the Doubleday, Doran Book Shops; the modern device of Bennett Schneider in Kansas City; the map of the British Isles, superimposed on a compass, of the English Book Shop in New York City; the shelf of books of H. S. Hutchinson & Co. in New Bedford; and the reading woman of the Shaker Book Shop

in Cleveland. Miss Jones and Miss Brach of the English Book Shop worked out the design for their trademark, which was drawn by C. F. Huhn. The open book bears the date the shop was founded. The map of England was chosen because the shop specializes in English editions. The compass and compass points symbolize the fact that the shop sends books to all parts of the world.

Devices tying in with the name of the shop are frequent. The Don Quixote Book Shop in Tampa, Florida, uses a silhouette figure of the famous knight; a frivolous

drawing of the early bird in the act of claiming his worm is used by the Wide-Awake Bookshop in Wilkes-Barre; the Sather Gate Bookshop uses a picture of the Sather Gate of the campus of the University of California, near which the shop is located; three trees and a cloud, printed in green, are used by the Greenwood Bookshop in Wilmington, Delaware; a cut of the house itself is used by Hathaway House Bookshop in Wellesley; a conventionalized sun shining on a shelf of books characterizes the Sunnyside Bookshop in Santa Cruz, California; the Drama Bookshop, New York, uses a mask



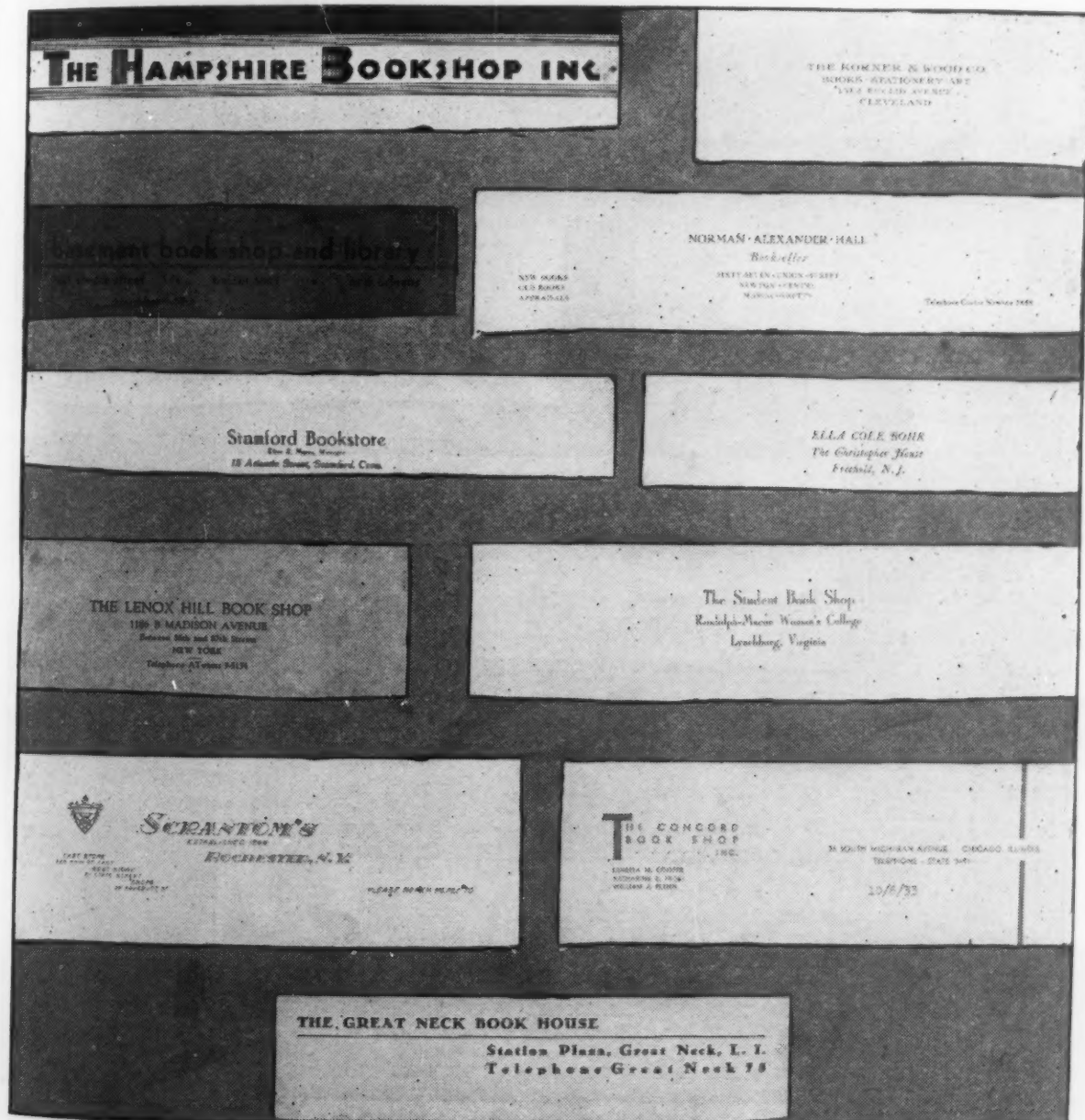
*Shops with a distinctive trade mark use it in every possible way, and usually it appears on the letterhead*



and puppet; and a portrait of Lord Carteret, first Governor of New Jersey, is used to advantage by the Carteret Book Shop in Newark.

Another common practice is to use a picture of the store on the letterhead. The J. K. Gill Co. in Portland, Oregon, shows a drawing of its imposing eight-story building, located on a busy corner. John G. Kidd & Son (formerly Stewart Kidd) uses two small photographs of the rare book department of the store. The Scarsdale, N. Y., Book Shop uses a drawing of the store front.

Type or lettering alone has been used to effect in a number of cases. The varying effects, from classic to modern, that can be obtained are shown in the illustration of the letterheads of such shops as the Stamford Bookstore, Korner & Wood, the Christopher House, the Emily McDevitt Book Shop, the Lenox Hill Book Shop, the Great Neck Book House, Scrantom's, the Concord Book Shop and Library, the Basement Book Shop and Library, the Hampshire Bookshop, Norman Alexander Hall, and the Student Book Shop in Lynchburg, Va.



Type and lettering alone has been used to good effect on the letterheads of many bookshops





HATHAWAY HOUSE BOOKSHOP WELLESLEY 1, MASSACHUSETTS  
GERALDINE GORDON, Manager

Pauline Delorian, and  
Marjorie Deligios



The DRAMA BOOK SHOP, Inc.  
48 WEST 52nd STREET  
New York, N. Y.  
Telephone YOrk 2-3001

The SATHER GATE BOOK SHOP  
BOOKSELLERS, IMPORTERS AND PUBLISHERS  
2811 TELEGRAPH AVENUE  
BERKELEY, CALIFORNIA



TELEPHONE  
MARKET 3-4016



THE CARTERET BOOK-SHOP  
FORTY-THREE HALSEY STREET  
NEWARK, NEW JERSEY

GREENWOOD BOOK SHOP  
307-309 Delaware Ave.  
Wilmington, Delaware  
October 6, 1953





THE WIDE AWAKE  
BOOK SHOP

MARGARET BECKMAN WAGE  
MAYNOR LEE THOMPSON



Don Quixote Book Shop  
719 FLORIDA AVENUE  
TAMPA, FLORIDA  
Telephone M-55-661



JOHN G. KIDD & SON, Inc.  
BOOKSELLERS, STATIONERS  
ENGRAVERS  
15 1/2 EAST FOUNTAIN STREET  
CINCINNATI, U. S. A.





THE SUNNYSIDE BOOKSHOP  
3 Sandy Lane  
11 JEFFERSON AVENUE  
SANTA CRUZ, CALIFORNIA



SCARSDALE BOOK SHOP, Inc.  
11 BARNARD STREET  
SCARSDALE, N. Y.  
Telephone, WAREHAM 3-17

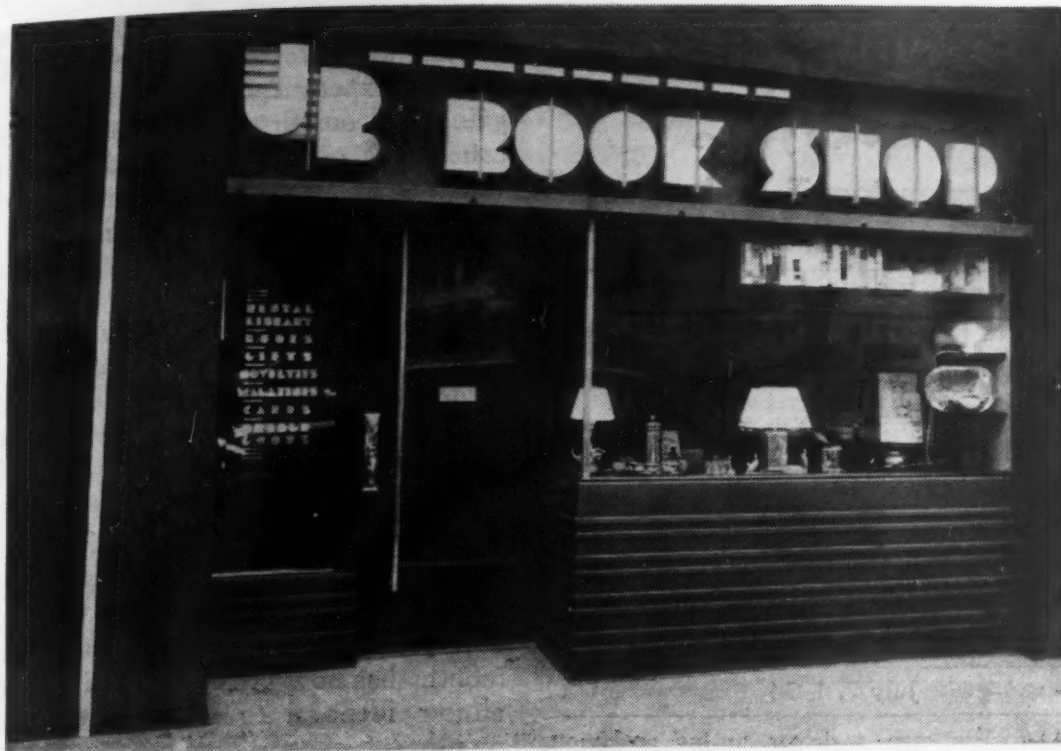


THE J.K. GILL COMPANY  
BOOKSELLERS - STATIONERS - OFFICE SUPPLIES  
FIFTH AND STARK STREETS  
PORTLAND, OREGON

OFFICE APPLIANCES  
STATIONERY AND ALL ACCESSORIES  
LITHOGRAPHY  
MAILING MACHINES  
BOOKS AND BOOKS  
PAPER AND PAPER  
PAPER AND PAPER  
PAPER AND PAPER

BOOKS, BOOKS AND BOOKS  
BOOKS AND BOOKS  
BOOKS AND BOOKS  
BOOKS AND BOOKS  
BOOKS AND BOOKS  
BOOKS AND BOOKS

*It is a common practice to use a picture of the bookshop on the letterhead*



## New Modernistic Book Shop

FOUR YEARS AGO last May, the J. B. Book and Gift Shop in Shreveport, La., was founded as a rental library in Feibleman's department store. It proved so successful that two years later a suburban branch library was opened which also prospered. A short time later a third rental library was opened, but the main goal was an individual downtown shop to handle the sale of books as well as a distinctive line of gifts. For each suburban shop very modernistic display fixtures were individually designed.

In November, 1933, the goal was reached in the opening of Louisiana's most modern and charming shop. The previous summer the proprietor, Henry Meyer, had made a trip to Chicago's World Fair and was so impressed with the forceful lines and brilliant colors which were used in the new type of architecture that he decided he would model his shop after this bizarre treatment.

The new shop which is located at 528 McNeil Street, was designed by William B. Wiener, an architect of Shreveport. The front of the shop is practically one large plate glass window, which allows perfect vision from the street of the shop's entire interior. The name of the shop across the front is

made of modern type lettering, which stands out brilliantly in bold relief from a dark background.

In the interior of the shop all book shelves are recessed and so placed as to give balance and to break the line of continuous shelving. The shelves are painted dark blue, red and silver, outlined in black, against contrasting walls of chartreuse, lemon yellow and cinnamon. There is a counter running from the window, one length of the shop, which adjoins at right angles a built-in desk of very simple and modern lines, all painted flat black. The lighting is all indirect and softens the effect of the bright contrasting colors, without casting ugly shadows.

In the rear of the shop is located the rental library. Since this department is well known throughout the city it is featured and is used as a drawing card to stimulate the sale of adult and children's books. In addition to book sales, the shop features as side lines a complete line of greeting cards, bridge accessories, stationery and a nicer type of gifts. The rental library rates are 5c. a day, 10c. minimum, regardless of the price of the book. A dollar deposit is requested from anyone not known and is refunded upon request. The two suburban shops are still maintained.



# THE Publishers' Weekly

The American Book Trade Journal

Founded by F. Leyboldt

Published by the R. R. BOWKER CO. FREDERIC G. MELCHER, President; ALBERT R. CRONE, Vice-President; JOHN A. HOLDEN, Secretary; ARMOND C. FRASCA, Treasurer.

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RICHARD ROGERS BOWKER  
Publisher and editor to 1933

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SANFORD COBB

ALICE P. HACKETT

ALBERT R. CRONE . . . . . Publications Manager

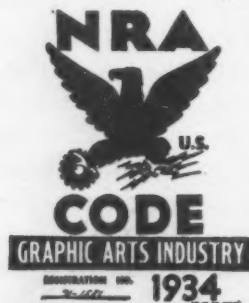
LOUIS C. GREENE . . . . . Advertising Manager

July 7, 1934

**I** HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —BACON.

## Off to a Better 6 Months

THE FIRST SIX MONTHS of 1934 have been as puzzling and difficult a period for the book-



trade as it has ever faced, certainly not so desperately discouraging as a year ago but puzzling because, while the whole country has felt a sense of new confidence, it has been only slowly that this new confidence has been

demonstrated in terms of sales. It is now heartening, in reviewing the past six months, to learn from many booksellers that they have been finding steady gains in business, gains which in total give unmistakable encouragement for the fall.

The *Publishers' Weekly* has found this first half year a busy one to report, and the text pages of the *Weekly* have increased from 705 to 825, or an average of 4 pages per issue (compared to the first six months last year). We are glad to say that the display advertising in the *Weekly* has also increased in this period by 107 pages, or about 4 pages per issue.

As the new season swings into view the

editorial department sees ahead of it an extremely active season of trade effort, of promotion experiment with substantial sales gains, and our first examination of the publishers' fall catalogs gives evidence of much worth-while material with which to work. If the publishers' confidence in their own lists is to be measured by the advance announcements which have just been made or are about to be made in the *Publishers' Weekly* advertising pages, the new season is getting off for a fine start. It can be expected that the habit of cooperative effort which has been bettered by code discussion and Joint Board conferences will be continued and increased as these all-important months pass.

## Six Months of Publishing

THE TOTAL of new book publications for six months has now been computed with results almost identical to those of the first six months of 1933. The most marked thing about these records is the extremely slight variation in almost every department. It would seem impossible that with so many publishing houses involved and so many processes of acceptance and rejection of manuscripts the totals could remain almost the same as those of the previous year. Of the 23 different classifications only one shows any considerable change, that of General Literature, in which there is an increase of 44%. The slight increases in Economics and History are what would be expected from the current trends of reading, but the changes are not sufficiently marked to warrant special comment. (See Table on Page 57)

## This is Worth Trying

THE INCREASING EFFECTIVENESS of the contacts between publishers and booksellers in England has led to the calling at Oxford on September 7th of an informal joint conference of publishers and booksellers. The call to this conference has been issued by Stanley Unwin, President of the Associated Publishers of Great Britain and Ireland and Basil Blackwell, President of the Associated Booksellers of Great Britain and Ireland. This conference will be without official status, keep no minutes and take no official action, but will provide for open discussion on trade problems with nothing that is said "used as evidence." The conference will begin on Friday evening and close on Monday morning.



Here, it seems to us, is an idea of first-rate value for the American trade. Why should there not be held here in September a similar conference? The conference should be of a workable size, an earnest, purposeful meeting for the discussion of trade-building plans. Detailed suggestions can go back to the two Associations or to the Joint Board for positive action if necessary. The agenda for the meeting could be worked out in advance and be concentrated on the subjects most in need of clarification. The session might be held out in the country where there would be less interruption and closer attention to the business in hand. This is worth trying this fall.

### Not a Very Practical Suggestion

THE *Saturday Review of Literature* in its leading editorial of June 23 sets up its program for a renaissance of bookstores and makes the demand for more bookish bookshops, "real bookshops for people who care for books."

The chief trouble with our present bookshops, according to the *Review*, is that current books are given too great an emphasis. Current books, in the opinion of the *Review*, are of little importance (this is hard on the Book-of-the-Month Club) and soon lose what value they have, hence they should be distributed by less expensive and more effective outlets than the bookshop. It cannot be the department store which is meant, as the bookstore operates today on just as economic a basis as does the most successful department store. The figures resulting from the Harvard Survey indicate 38% as the operating cost last year for the largest department stores. This is the average, not the top figure, but it is a percentage that can be easily bettered by almost any bookstore, even in this troublesome year, and in the more even years of the 20's the cost of managing a bookstore was less than the average figure shown by the Harvard Survey for large department stores.

Is the answer to the distribution problem, then, to turn to the chain store for the distribution of current books? Chain stores for foods with their extremely rapid turnover have a low cost of doing business, but chain bookstores such as Harvey's, Womrath, and Doubleday, Doran have a cost of doing business which is no less than any other store. Books in a limited variety of classifications are successfully distributed by

the Woolworth chain which does not undertake to handle current books, nor could it successfully do this. A number of other chains selling 25c. and 50c. merchandise have found books successful merchandise. There is no answer here as yet to this demand for a lower cost distribution of new books.

To be sure, large communities ought to be able to support *some* shops for the bookish in which, as the *Saturday Review* states, the book lover would be able to buy Dodsley's "Select Collection" and Bartram's "Travels," but, as one bookseller remarked to us, he has sold books for twenty years without having a demand for either of those volumes and both are now out of print.

A good bookseller must, first of all, meet the demands of his community as he finds them, and secondly, by his own enthusiasm carry the store's clients to new fields of reading they had not expected to enter. These two important precepts are observed by scores of bookshops throughout the country, and, with the chance to operate on a fair basis (without using books as loss leaders) now made possible by the Code, many more shops of this type are going to appear.

Not one book buyer in a hundred would prefer to have bookshops denuded of current output. The book buyer wants the new and the old together, and his own demands determine to a large extent what books of the past shall be kept alive and available on the shelves of the bookshop.

The *Review* asserts that "The American bookshop has fallen with a resounding crash" and it believes that all who can do so buy their books abroad. This we very much doubt, and if the incoming trunks of our bookish people should be examined, they would undoubtedly be found to contain many more purchases from Paris dress shops than from London bookshops, and the latter would be largely second-hand volumes.

Bookshops need rebuilding, but they must be rebuilt with sympathetic understanding of what the bookshop's function really is and with a vision of what the bookshop can be, and still may be, when the American educational system ceases to send nine-tenths of its graduates forth with little of real curiosity about literature, art and science and still less of genuine understanding of the boundless pleasures to be derived from reading and owning books.

## News of the Week

### Book Thief Sentenced

THE MOST IMPORTANT book theft conviction for many years was settled in the New York Courts on June 27th when Harry Gold of Fourth Avenue, out from Sing Sing on an appeal, was convicted again on further evidence. He is to be sentenced this week.

Mr. Gold was convicted last summer for having served as a "fence" in the theft of the extremely rare "Al Aaraaf" by Poe from the New York Public Library. The book was traced by the detectives of the Library to Mr. Gold's shop. Since the first conviction the actual thief has confessed. A Southern boy, out of a job, who began by stealing current books, was, according to his testimony, trained by Mr. Gold to recognize rare books and first editions. Under Mr. Gold's tutelage, he testified, he had spent much time in the New York Library, becoming a figure familiar to the staff, and only after many visits did he try to carry books away. These, he asserted, he took directly to Mr. Gold.

The conviction of Mr. Gold, the most active receiver with whom the rare book world has had to contend for years, served to bring together, under the leadership of the New York Public Library, all those who are interested in rare books. Among those who testified at the trial were Arthur Swann of the American Art Association-Anderson Galleries, Harry Stone and Abraham Schriffin of the Academy Bookshop.

Book publishers have a special interest in the case, as Mr. Gold's store on Fourth Avenue had been famous for its display of current books at reduced prices which could have only been made possible by the subterranean connection with binderies or publishers' storehouses. One 4-volume \$30 set that was sold in quantity at about \$11 had been stolen from the bindery, to a total of 69 sets, according to the binder's subsequent report, and one historical book was put on sale at Mr. Gold's store before the publisher had received his own stock from the bindery.

That the Fourth Avenue dealers are anxious to maintain the reputation of their district for fair dealing was evidenced by the fact that when Mr. Gold canvassed the section for character witnesses there was no

one willing to testify on Mr. Gold's behalf.

This case which has thus been brought to a satisfactory conclusion is one that interests rare book dealers, public libraries, second-hand book dealers, new book shops, publishers and binders, and this success in the prosecution of the case will make it easier in the future to obtain convictions.

### Library Discounts at Montreal

THE BOOK BUYING COMMITTEE of the American Library Association, of which Carl L. Cannon is chairman, arranged for a conference with the Library Relations Committee of the American Booksellers' Code Authority which has been asked under the Code adopted at Washington to prepare a scale of discounts for library buying.

The A. L. A. Committee suggested that instead of a maximum rate for all library business that the plan of sliding scales for libraries of different size appropriations should be considered. The A. B. A. Committees acting jointly, therefore, gathered together statistics for the libraries of the country which showed the range of appropriations and indicated that 46.8% were buyers of less than \$500 a year, 22.4% fell between \$500 and \$2,000, 24.2% between \$2,000 and \$10,000, and the balance 6.4% over \$10,000.

Virginia Kirkus, chairman of the Booksellers' Committee, was asked to represent the Code Authority in the discussion before the Book Buying Round Table of the A. L. A. Conference at Montreal, and a whole morning was given to the discussion of the problems raised. The librarians pointed out that, if discounts were to be based on total purchases, they would be forced to place all orders through one channel in order to get the discount that would be naturally due them. They also believed that the discount which had been first proposed, 10% to 30%, began at too low a figure and ended at too low a figure. The Round Table had no power of decisions, and the matter was taken before the Council at which only members of the Council speak, and the Council, after discussion, voted that the Association should oppose all efforts on the part of the government to regularize direct relationships between libraries and their source of supply.



## Paper Doll Day at Blue Ribbon

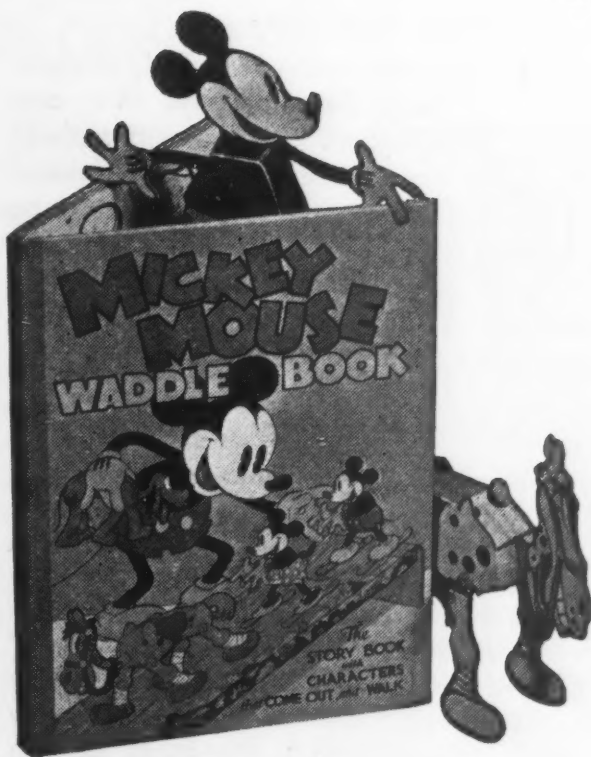
LAST WEEK, seventeen able-bodied salesmen and editors went on a paper doll spree down at the Blue Ribbon office to celebrate the arrival of the first of the "Waddle Books." Stacks and stacks of sheets were punched out with flicks of the wrist. A special ramp of ample proportions for racing was set up. And the boys started to race their new characters, Mickey and Minnie Mouse, Pluto, and a ridiculously shaped new Disney horse named Tanglefoot. The betting was so fierce that an office rule had to be passed against it.

The new "Mickey Mouse Waddle Book" is  $7\frac{3}{4} \times 10\frac{1}{4}$  in size. It contains a new Walt Disney story, illustrated on every page. The jacket, cover, and sheets, and twelve of the pictures inside are in four colors. There are four Waddle characters also in four colors. Attached to the back cover of the book by a special band is a ramp which sets up very easily. The characters are die-cut on sheets which come out of the book without damaging it in any way. They are pushed out of these sheets, set up by a few simple folds, placed on the ramp, and off they go, each with his own peculiar gait and speed. And the whole ingenious book sells at retail for \$1.00.

Blue Ribbon Books is making a first printing of 50,000 of the "Mickey Mouse Waddle Book" and expects them to be a bigger success than the Pop-Ups. The patented invention makes paper walk for the first time without the aid of any mechanical contrivance, rubber band, or mechanism. And Blue Ribbon announces that it has ready the biggest and most complete promotion and advertising campaign ever put behind a Blue Ribbon title. This is the first of the Waddle Books. It will be published on September 1st.

## Cost of Doing Business

THE N.R.A. HAS announced that the Code Authority for the book manufacturing industry has made application for the approval of its budget of expense for the administration of its code, which provides for annual contributions totalling \$72,000. This, it is estimated, would be equivalent to 72c. on each \$100 of mechanical pay roll of the previous calendar year, with special bases of assessments for smaller shops.



*The First of a New Series of Juveniles*

## Michigan Booksellers Organize

THE MICHIGAN BOOKSELLERS Association was organized on February 6, 1934, with the following officers: Samuel G. McClurkin, Mac's Book Store, Detroit, president; A. C. Peterson, John V. Sheehan Co., Detroit, secretary; Edward T. Meehan, Cass Detroit Book Shops, treasurer. The membership now consists of 16 Detroit shops, but the organization expects to solicit members outside of Detroit.

## Macaulay Employee out with Approval of Union

DOROTHY RIMMER, who was instrumental in organizing a strike among office workers of the Macaulay Company, publishers, of 381 Fourth Avenue, three weeks ago, was permanently let out of her position yesterday with her own approval and that of the company and the Office Workers' Union, 114 West Fourteenth Street.

Lee S. Furman, president of the firm, is said to have proved conclusively to the union and to Miss Rimmer that conditions in the publishing business these days did not warrant Miss Rimmer's retention, or any one to take her place.



### News From Publishers

LOTHROP, LEE AND SHEPARD, recently reorganized, have adopted this new colophon. This design replaces the more elaborate classical figure of a woman presenting books to the world under the legend "Knowledge No More Shall Be A Fountain Sealed," adopted in 1904 when the firm was founded.



### News From Publishers

Florence Bowers of Dutton's tells us that Max Miller's new book "Second House from the Corner" has been postponed from July 16 to August 20 in order to give the *New Yorker* a chance to run three sketches from the book: "Invasion of the Attilas," "Maunk Magic" and "Clancy." . . . This is Max Miller's fourth book, and he recently signed a contract with Dutton to publish four more.

### With the Authors

Dorothy Parker has recently revealed her marriage to Alan Campbell, the actor, which took place secretly on Long Island last October.

\*\*\*

Henry Chester Tracy is the librettist of the new John Seymour opera "In the Pasha's Garden" to be presented at the Metropolitan next season, with Lawrence Tibbett in the leading rôle. Mr. Tracy is the author of "Toward the Open," "English as Experience" and "American Naturalists," all published by Dutton.

\*\*\*

On October 8th, Vera Brittain, author of "Testament of Youth," will begin an eight-week lecture tour in this country.

\*\*\*

John Masefield, Poet Laureate of England, has accepted an official invitation to visit Melbourne when it celebrates its centenary.

\*\*\*

Reynal & Hitchcock, Inc., have taken over from A. & C. Boni "An Anthology of World Poetry," edited by Mark Van Doren. They will be able to supply stock to the booktrade immediately at the established price of \$5.00.

The Macaulay Company gave a literary tea on July 6th at the Ritz-Carlton Hotel to celebrate the publication of Wilbur Fawley's sixth novel, "Misalliance."

\*\*\*

Joel Erickson, formerly manager of Lowman and Hanford in Seattle, is now salesman for Macmillan, connected with the San Francisco branch, assisting Louis Freedman in the Pacific coast territory. Mr. Erickson has been connected with the book business since 1906.

### Bookshops

Carolyn Coggins, who has done promotion for George W. Jacobs & Co. for the last five years, has resigned and Clare Conway is now in charge of the department.

### New Locations

*Manchester, Vermont.*—The Johnny Appleseed Book Shop began its fifth summer season on June 15th. It has moved from its little house with the picket fence into larger and more central quarters next to Hard's Drug Store.

### New Shops

*Tacoma, Wash.*—Broadway Book & Stationery Co. has been opened at 908 Broadway. The shop will have general books for sale and a circulating library. Walter J. Gervais is the manager.

### Changes in Address

*Chicago, Ill.*—Post Office News Co. has moved its main store from 27 to 71 W. Monroe St.

\*\*\*

*New York City.*—William Edwin Rudge, printer and publisher, has leased extensive executive and sales offices in the R. C. A. Building in Rockefeller Center.

### Closed Shops

*Beverly Hills, Cal.*—The Boys and Girls Book Shop has gone out of business.

\*\*\*

*Seattle, Wash.*—Marinda Roberts has closed The Penguin Book Shop at 1630 Fourth Ave. The shop was called The Bookman's Inn and was located at 1623 Westlake previous to Miss Roberts' purchase.

# Communications

*Your Opinions Are Valuable. Write the Publishers' Weekly*

## THE CORRECT SALES FIGURES

Postum Building, 250 Park Ave., N. Y.  
June 20, 1934

*Editor, Publishers' Weekly:*

In the article by Hurd Whitney on Melrich V. Rosenberg, page 2193 of the June 16th issue of *Publishers' Weekly*, there is a misstatement regarding the number of General Foods Cook Books sold by the Rosenberg Company. During the three months that this company acted as sales agents to the booktrade, they succeeded in selling 7,727 General Foods Cook Books—instead of 37,000 as is quoted in the article mentioned.

The original contract period was for one year—but it was cancelled by mutual agreement at the end of three months, and the A. L. Burt Company appointed sales agents for the General Foods Cook Book.

The A. L. Burt Company has represented this company in the sale of the cook book for more than a year. Total sales of General Foods Cook Books to date are more than 78,000.

General Foods Sales Company, Inc.  
R. B. DONNELLY

## AS TO LIMITED EDITIONS

333 South Dearborn Street,  
Chicago.

June 19, 1934

*Editor, The Publishers' Weekly:*

I read with some interest the advertisement of the Limited Editions Club in your issue of June 16th.

Perhaps the directors of the Limited Editions Club fail to realize that the reason the booksellers did not respond enthusiastically and order "The Dolphin" at \$10.00 less one-third may have been due to the fact that this publication was available to the members of the Limited Editions Club at \$5.00.

That booksellers later sent orders is not relevant, since these orders were sent after the publication was out of print, and its status as a new publication had been changed.

BEN ABRAMSON, FOR THE  
ARGUS BOOK SHOP, INC.

## PUBLICATION DATES IN CHICAGO

5802 Ellis Ave., Chicago, Ill.  
June 26, 1934

*Editor, the Publishers' Weekly:*

Apropos of the controversy over pre-publication release of new books in Chicago may we state that the practice is decidedly pernicious and works a definite hardship on the outlying bookseller who is conscientious about observing publication dates. It is difficult enough to compete with the larger stocks of the down-town stores without having customers come in with remarks to the effect that the book we are withholding is now on sale in the Loop stores.

The University of Chicago Bookstore has always maintained the publication dates and is continuing to do so, irrespective of the action of the Loop booksellers. The only remedy for this unethical practice, to our mind, is for publishers to ship so that books arrive on publication day. But care should be taken that the smaller accounts receive their stocks on time. There is no reason for penalizing those who have stayed within the law, but we are willing to receive goods on the date of publication if by doing so the miscreant members of the bookselling society may be brought into line.

E. MOODY LINSLEY  
Trade Book Section  
University of Chicago Bookstore

425-427 S. Wabash Ave.  
Chicago, Ill.  
June 26, 1934

*Editor, the Publishers' Weekly:*

I have just read your article entitled "Release Dates Still Ignored" on page 2265 of the June 23rd issue of the *Publishers' Weekly*.

You have named two of the retail outlets controlled by this Company; namely, the Fair and the Boston Store. These two stores, as well as all the others we control, have never wilfully broken publication dates except as a protective measure when a competitor or competitors have done so, although many times we could have done so had we so desired as we had the books on hand.

Two of the stores in your article, not controlled by us, have made a regular practice of putting books on sale and in their rental libraries upon receipt. This is common knowledge to the bookseller in Chicago as well as to most publishers' representatives, but in fairness to these two stores they have, when it has been drawn to their attention, withdrawn them from sale but rarely from their rental libraries. Now that Carson Pirie has turned the tables successfully on them, in which the Fair and the Boston Store followed along, there is a wail from these stores that have not maintained publication dates, in which Carson, ourselves, and others are being blamed for the condition. Therefore the complaining stores have not changed their past policy and as a defensive measure it is impossible for us to maintain publication dates until they cease this bad business practice. The situation is not local to Chicago as to our knowledge it occurs in Pittsburgh, Milwaukee, and Omaha, and in those cities we do not break publication dates ourselves except, again, as a defensive measure.

We offer this suggestion to the *Publishers' Weekly* and to all publishers—that they continue to ship to all booksellers in advance of publication dates so as to permit handling and marking of books and preparation of advertising material, but do not ship to those that break publication dates. Shipment to these people should be made on the publication dates, thus penalizing them by not having their stock in advance, which they have in the past figured was a gain to them by breaking publication date. This practice should be continued until such a time as they have ample assurance that publication dates will be maintained exactly.

Western Book & Stationery Company  
S. E. BREWER

#### PREVIOUS PUBLICATION

New York City  
June 11, 1934.

*Editor, Publishers' Weekly:*

My attention has been called several times to announcements of the new Bentley book "The Spinner of the Years," and particularly to a statement in the *Publishers' Weekly* of June 9th to the effect that this is an earlier book never before published in this country.

The fact of the matter is we published "The Spinner of the Years" in the spring of

1929 as can be checked with the *Publishers' Weekly* listings of that season. The book had an excellent press, we sold an edition of 2000, and since the receivership of the old Rae D. Henkle Co., Inc., in 1930 when rights in the book were abrogated, we have had continual calls for it in ones and twos.

It is a good book, but it will be unfortunate if it is sold as a new title to the book-trade.

RAE D. HENKLE.

#### TO AVOID MISUNDERSTANDING

The Naylor Company  
918 North St. Marys Street  
San Antonio, Texas  
May 24, 1934

*Editor, Publishers' Weekly:*

In order that there may be no misunderstanding in regard to the publishing of "Crimes' Paradise" by E. E. Kirkpatrick, we desire to issue this statement to the press.

Mr. and Mrs. Charles F. Urschel are not financially connected with the publication of the book "Crimes' Paradise" and are in no way responsible for its contents or it having been written. Mr. Kirkpatrick is the sole author and this company the publishers.

JOE O. NAYLOR

#### AN EARLY DREISER BOOK

20 Gramercy Park  
New York City

*Editor, Publishers' Weekly:*

I see in the June 23rd number of the *Publishers' Weekly* a short notice of the death of Arthur Henry at the age of 67.

Probably few people today recall this once popular author, and fewer still know that Henry was not only one of Theodore Dreiser's closest friends in his early New York days, but was mainly instrumental in helping Dreiser get started in the "writing game" in this city. It may be interesting to know that "The Princess of Arcady," by Arthur Henry, published by Doubleday, I think in 1900, was the result of a collaboration of Henry and Dreiser. This was, I believe, the first book in which the writing of Theodore Dreiser appeared, if we except an Annual containing an early contribution.

Dreiser has paid a fine tribute to Henry in several accounts, and never failed to give his old friend great credit for his early help and encouragement.

VREST ORTON



## Notice to Control Card Users

"Turning Tide" by Sara Ware Bassett (Penn) has been postponed from July 6th to July 20th.

"Security Analysis" by Benjamin Graham and David L. Dodd (Whittlesey House) will be published July 23d.

"First Aid for the Ailing House" by Roger Whitman (Whittlesey House) will be published Aug. 6th. The price is \$2.

"New Careers for Youth: Today's Job Outlook for Men and Women from 20 to 35" by Walter B. Pitkin (Simon & Schuster) was published on June 28th. It was originally entitled "Changing Careers for Youth."

## Obituary Notes

### FRED HOPE

FRED HOPE, for many years well known among American book travelers, died in England on May 4th, at the age of 60. He had been for a long time troubled with bronchitis and asthma. Mr. Hope represented the B. W. Huebsch line before this was taken over by the Viking Press.

### RYMER OF SAMPSON LOW

FREDERICK J. RYMER, formerly managing director of Sampson Low Marston & Co., Ltd., the English publishing house, died June 8th at Edmonton, Alberta, at the age of 75. Mr. Rymer entered publishing in London in 1875 and rose by gradual steps to be the head of the famous old house. On retiring five years ago he came to Canada to live with his son, who had established the Oxford and Cambridge Book Exchange at Edmonton. Mr. Rymer had long and pleasant contacts with English authors and took special pride in the development of Jeffery Farnol, and in his "Broad Highway."

### EUGENE M. RHODES

EUGENE M. RHODES, author, whose magazine stories and novels were known for their realistic portrayals of the pioneer life of New Mexico and Arizona, died on June 27th at the age of 65. Mr. Rhodes turned to writing after he had been a cowboy for twenty-five years. His first book, "Good Men and True," was published in 1911. Included among his writings are "Bransford of Arcadia," "The Desire of the Moth," "West Is West," "Stepsons of Light," "Say Now Shibboleth," "Copper Streak Trail" and "Once in the Saddle."

## MILTON C. WORK

MILTON C. WORK, bridge expert, died in Philadelphia on June 27th. He was sixty-nine years old. Mr. Work's career at the card table embraced the period from the time that pure whist was played, through the rise and fall of bridge whist, bridge and auction bridge and on to the later days of modern contract. He staged the first duplicate game ever played in this country, was responsible in large part for the old auction scoring and was the inventor of a widely used system of contract bidding. He was the author of "Whist of Today," published in 1895, "Auction Bridge Complete," "Auction Bridge of 1924," "Auction Bridge for Two and Three," "Contract Bridge," "Complete Contract Bridge," "Gist of Contracted Bridge," "Official System of Contract Bridge in a Nutshell," "Accurate Valuation System of Contract Bridge," and many other books.

### FRANK F. HUMMEL

FRANK F. HUMMEL, a director in D. C. Heath & Company and manager of its Chicago office since 1910, died in Chicago on June 22. Mr. Hummel was born February 6, 1866 in Marion, Indiana. He graduated in 1893 from Butler College, Indianapolis, and served one term as a member of the Board of Trustees of that college. His connection with the publishing business dated from January, 1899, when he began traveling for the Macmillan Company and was its second agent in the Chicago field. He was western manager of the Macmillan Company from 1904 to 1910.

In 1910 Mr. Hummel joined D. C. Heath & Company as manager of its Chicago office and a director of the company. From March 1914 until June 1927 he was secretary, and from the latter date he was elected vice-president, which office he held until his death.

Mr. Hummel was widely known among textbook publishers and active in all of their councils in the Chicago territory. His ability as a business man made him an important place on the South Side, where he lived, and he was for years president of the South Central Association, the real estate board of that section of the city. He was an ardent nature lover, an enthusiastic fisherman, a prolific writer of verse for children, and active in promoting the interests of the artists of Indiana.

# Market News

## One Month from Now—A Forecast

THE KING OF THE ARCHERS, by René Bazin. Macmillan, \$2.

THE WOMAN WHO HAD IMAGINATION, by H. E. Bates. Macmillan, \$2.

THE BUDAPEST PARADE MURDERS, by Van Wyck Mason. Doubleday, Doran, \$2.

THE CROOKED LANE, by Frances Noyes Hart. Doubleday, Doran, \$2.50.

EAST AND WEST, by Somerset Maugham. Doubleday, Doran, \$3.

HEIRS OF MRS. WILLINGDON, by Mathilde Eiker. Doubleday, Doran, \$2.

NEXT YEAR'S ROSE, by Diana Patrick. Dutton, \$2.

BRASSBOUND, by Mary D. Bickel. Coward-McCann, \$2.

THE CHINESE SOVIETS, by Victor A. Yakhontoff. Coward-McCann, \$2.75.

ENGLISH JOURNEY, by J. B. Priestley. Harper, \$3.

LOVE SONG, by Rupert Hughes. Harper, \$2.50.

MEDICINE MARCHES ON, by Edward Podolsky. Harper, \$3.75.

THE YOUNG MAN'S GIRL, by Robert W. Chambers. Appleton-Century, \$2.50.

LET US BE FAITHFUL, by Allene Corliss. Farrar & Rinehart, \$2.

SUNSHINE PREFERRED, by Anne Ellis. Houghton, Mifflin, \$2.50.

Aug. 7. A novel of French family life by an Academician who died in 1932.

Aug. 7. Short stories by a promising young English writer.

Aug. 8. Captain North deserts the Far East for Budapest in his new detective case. Special ad. campaign in the daily *Times*.

Aug. 8. The colored double-page spread in this Weekly starts a big ad. campaign. Consumer advertising in six large cities. 18 x 12 two-color display card. "The Bellamy Trial" sold 100,000 in regular and reprint eds. Serialized in *Ladies' Home Journal*.

Aug. 8. Maugham's choice of thirty of his own stories. His first collection, "Ah King" sold close to 14,500 copies. Will be advertised in daily and Sunday *Herald Tribune*.

Aug. 8. There will be a special "romance" display card listing this, "Romance for Sale" by Maysie Greig, published the same day, and "Pedigree of Honey" by Barbara Webb, coming on the 22nd.

Aug. 8. The story of the three beautiful Chester sisters and what love did to them. By a successful romancer.

Aug. 9. An elaborate ad. campaign, beginning with three P.W. pages, June 23, July 7 and 14, for this unusual novel about a woman's trial for murder. Winner of the *Liberty* contest for the best first novel.

Aug. 9. This account of the progress of the Soviet movement in China will also have a big ad. campaign.

Aug. 10. The author of "The Good Companions" took their journey through England, and here comments on men, scenery and manners.

Aug. 10. A longer than average novel, telling how a small town girl became a great singer.

Aug. 10. Telling the marvels of modern medicine, for the general reader.

Aug. 10. This posthumous novel is a love story of modern society.

Aug. 13. A story of modern marriage and money, by one of the better writers of light fiction.

Aug. 14. The cheerful philosophy of an invalid during her convalescence. A sequel to "The Life of an Ordinary Woman."

## Out This Week

CODE OF THE WEST, by Zane Grey. Harper, \$2.

NEW CAREERS FOR YOUTH, by Walter B. Pitkin. Simon & Schuster, \$1.50.

THE ROAD TO NOWHERE, by Maurice Walsh. Stokes, \$2.50.

THE STRANGLED WITNESS, by Leslie Ford. Farrar & Rinehart, \$2.

Nation-wide advertising. Posters and postcards available.

Brief statements of the outlook in 95 fields of work, intended to help the jobless man or woman between the ages of 17 and 32.

Anyone who likes romance will be pleased with this tale of the picturesque Irish countryside and its fun-loving, fighting people.

F. & R. has been going in for good-looking format in detective stories. A mystery of Washington, under the New Deal. Ran in the *American*.



# Market News

## Current Best Sellers

ANTHONY ADVERSE, by Hervey Allen. *Farrar & Rinehart*, \$3.

LAMB IN HIS BOSOM, by Caroline Miller. *Harper*, \$2.50.

UNFINISHED CATHEDRAL, by T. S. Stribling. *Doubleday, Doran*, \$2.50.

THE PROVINCIAL LADY IN AMERICA, by E. M. Delafield. *Harper*, \$2.50.

JOSEPH AND HIS BROTHERS, by Thomas Mann. *Knopf*, \$2.50.

WHILE ROME BURNS, by Alexander Woollcott. *Viking Press*, \$2.75.

NIJINSKY, by Romola Nijinsky. *Simon & Schuster*, \$3.75.

YOU MUST RELAX, by Edmund Jacobson. *Whittlesey House*, \$1.50.

THE LIFE OF OUR LORD, by Charles Dickens. *Simon & Schuster*, \$1.75.

LIFE BEGINS AT FORTY, by Walter B. Pitkin. *Whittlesey House*, \$1.50.

415th thousand. First in fiction last week in Atlanta, St. Louis and San Francisco stores reporting to the *Times*.

New York, Boston and Washington stores list it first.

First in fiction last week at six Philadelphia stores.

A best seller in N. Y., Chicago, Boston, St. Louis, and San Francisco.

Third printing. Knopf has appropriated \$1,000 for July advertising.

N. Y., Boston and New Orleans stores list it as their non-fiction best seller in the *Times*.

First last week at Chicago and St. Louis stores.

McClurg's best seller in non-fiction during the past week.

A best seller in Philadelphia, Chicago, Atlanta.

Reported in the *Times* by N. Y., Atlanta, New Orleans.

## Other Bookstore Favorites

I, CLAUDIUS, by Robert Graves. *Smith & Haas*, \$3.

RIVER SUPREME, by Alice Tisdale Hobart. *Bobbs-Merrill*, \$2.50.

A GAY FAMILY, by Ethel Boileau. *Dutton*, \$2.

SOMEBODY MUST, by Alice Grant Rosman. *Minton, Balch*, \$2.

THE ROAD LEADS ON, by Knut Hamsun. *Coward-McCann*, \$3.

ESCAPE FROM THE SOVIETS, by Tatiana Tchernavin. *Dutton*, \$2.50.

STARS FELL ON ALABAMA, by Carl Carmer. *Farrar & Rinehart*, \$3.

THE METHOD OF FREEDOM, by Walter Lippmann. *Macmillan*, \$1.50.

IF YOU WANT TO GET AHEAD, by Ray W. Sherman. *Little, Brown*, \$1.50.

THE SAGA OF THE COMSTOCK LODGE, by George D. Lyman. *Scribner*, \$3.50.

Six Chicago stores report it their fiction best seller. It was second at N. Y. stores listed in the *Times*. The best seller during June at Remington, Putnam's, Baltimore.

A best seller in N. Y., Washington, Chicago, St. Louis.

14th printing. The best seller in fiction for the month of June at Vroman's in Pasadena.

Advance sale was 6,000 greater than on "Protecting Margot." June best seller at Korner & Wood, Cleveland.

Second printing. With all returns not yet in, nine stores so far have told us it was one of their best sellers for the month of June.

8th printing. June best seller in non-fiction at Korner & Wood, Beacon Book Shop, N. Y. and Witkower's, Hartford.

An immediate best seller, with front page reviews in the *Times* and *Herald Tribune* Sunday book sections.

Philadelphia and Washington stores report it as their leader for last week in the *Times*.

Burrows Bros., Cleveland, best seller for the month of June.

Paul Elder, Newbegin's and The White House, all in San Francisco, tell us it was their non-fiction leader during June.

# A Bibliographical Sensation

Reviewed by DAVID A. RANDALL

"An Enquiry into the Nature of Certain Nineteenth Century Pamphlets." By John Carter and Graham Pollard. London, Constable & Co., Ltd., New York, Charles Scribner's Sons. 1934. \$6.

THE BOOKTRADE the past two years, and the newspapers the past two months, have been buzzing with rumors of the probable contents of this amazing book. It was known that Carter and Pollard had been working for some little time upon certain suspected 19th Century pamphlets and had uncovered evidence casting doubts upon the authenticity of, primarily, Mrs. Browning's Sonnets from the Portuguese (Sonnets by E. B. B., Reading, 1847), and secondarily upon a group of other pamphlets. No one, however, knew more than the vaguest details. Now the entire investigation is unfolded in a book which is a mixture of detective story and process verbal, with a dash of McKerrow and some notable prisoners in the dock.

This volume is by all odds the bibliographical sensation of the modern bookcollecting era, and the story gains added interest by the clever presentation of the evidence, damning with masterly understatement. There have been forgeries before in the book world, and more in the literary world, but no one ever contemplated even the remotest possibility of such wholesale and successful perpetration of fraud as is here uncovered. It took a genius (there is no other name for the unnamed protagonist of this drama) to successfully produce fifty fakes, provenience them, market them, and completely defy detection over a period of more than a generation.

It is certain that the publication of this book, uncovering and publicizing such fraud, will have important and far-reaching consequences in the rare book world. The immediate damage may well be rather serious, both directly and indirectly, for as the authors themselves realize and state, the uncovering of such spectacular fraud has dealt the honorable science of bibliography a blow

"the repercussions of which will be long and widely felt." The book is due to cause acrimonious controversy in which sides will be taken, and the reviewer may here state his own views, personal and minor though they may be. He is (he hopes) on the side of the angels in feeling that the authors have done what will prove eventually of inestimable service to the rare book trade in laboriously, systematically, and scientifically unravelling these frauds, thoroughly documenting every step of their research. They have introduced scientific method never applied to bibliography before and have proved conclusively, not how easy it is to invent or fabricate pamphlets but how difficult it is to do so without detection once suspicion is aroused.

Not that, of course, one need be, in the future, an expert qualitative chemist, trained typesetter, or authority upon paper-making before undertaking to sell rare books; but the aid of such experts is necessary in solving certain bibliographical problems instead of depending, as has been the case only too often heretofore, upon the "look" or "feel" of an item, or upon intuition. The present volume shows conclusively the startling need of such exact knowledge and scientific method, and in going all out for it, and distributing laurels, one must remember the enormous amount of labor which every paragraph shows, and that practically all the data upon type faces and paper manufacture, their dates of introduction, etc., dug out by the authors, are pioneer work.

But to return to the book proper. It details too intricate and manysided an investigation to be other than briefly summarized here. Anyone with the slightest interest in bibliography owes it to himself to purchase and read the volume for its genuine intellectual fascination. Briefly, it is divided into three parts, Deduction, Reconstruction and Dossiers. The Deduction gives the story of the origin and various stages of the investigation. First was the accumulation of negative evidence against the authenticity of

certain pamphlets, among them the "Sonnets." The absence of any particle of reliable contemporary evidence for their printing or existence before their discovery (the "Sonnets" was "discovered" in 1886), the fact that it, and others linked with it, never appeared with presentation inscriptions, or indeed contemporary inscriptions of any kind, and much like evidence, told heavily against their authenticity.

But positive evidence which could be interpreted to some definite conclusion was necessary. So the paper and type of the suspected pamphlets were examined carefully and critically by competent authorities. Briefly what was discovered was that any paper containing esparto (the first successful substitute for rags in paper making), must have been manufactured after 1861 at the earliest, and any paper containing chemical wood, after 1874. Application of this test to the suspected group of pamphlets (dated from 1842 on), proved many of them forgeries.

The typographical analysis showed that many of the suspected pamphlets and (by the paper test) proved forgeries, had common typographical peculiarities, were printed in a particular type of font with a kernless design. Through a laborious, but exciting, piece of research, the authors prove that no such type was extant prior to its casting in 1876 by R. Clay and Sons (who, incidentally, printed the present volume); yet there were many of the pamphlets dated prior to 1876. The authors classify the various text types of the suspected and proved forgeries, and from the paper, type, text, negative evidence, and a combination of all the tests prove pamphlets of some fifteen authors to be "wrong." These authors are, Matthew Arnold, the Brownings, Dickens, Eliot, Kipling, Morris, Rossetti, Ruskin, Stevenson, Swinburne, Tennyson, Thackeray, Wordsworth and Yates. Among the outright forgeries are:

E. B. Browning. "Sonnets," 1847. "The Runaway Slave," 1849.

Robert Browning. "Cleon," 1855. "The Statue and the Bust," 1855. "Gold Hair," 1864.

Charles Dickens. "To Be Read at Dusk," 1852.

John Ruskin. "The Scythian Guest," 1849.

Charles Swinburne. "Siena," 1868. "Dolores," 1867.

Lord Tennyson. "Morte d'Arthur," 1842. "Lucretius" (Cambridge, Mass., the only cloth bound book in the lot), 1868. "The Last Tournament," 1871.

Among the piracies are:

Rudyard Kipling. "White Horses," 1897. "The White Man's Burden," 1899.

R. L. Stevenson. "The Thermal Influence of Forests," 1873. (This is a piracy of an authentic first, till now generally regarded as a second, i.e., the issue with "From the Proceedings," etc., on the title-page).

The list of known forgeries is too long to be detailed here, while quite as important are the pamphlets labelled "highly suspicious." The pamphlets in this group could easily have been called outright forgeries, as in every case the evidence is so strongly against them as to, to the reader at least, admit of no defence. It is in such cases, again, that the authors give a perfect example of the emphasis of under-statement, and wisely avoid even a hint of a suspicion of special pleading. The pamphlets will, of course, be rigidly avoided in the future by the astute collector if a word to the wise is sufficient.

Part II, Reconstruction, explains the state of the first edition market, 1885-1895 and shows why, for example, there is a preponderance of Ruskin and Swinburne forgeries among the lot, for those authors were among the "high spots" of the 90's. The forger's method of establishing and marketing the forgeries is clearly explained. The authors believe, with reason, that one man was probably responsible for all the work. It was necessary for him of course, to have someone spread the news of his "finds," someone whose bibliographical eminence was unassailable, and such a man he found in the person of Thomas J. Wise. "Mr. Wise's gullibility may seem extraordinary today," say the authors, "but it must be remembered that neither the general efficiency of bibliographical scrutiny nor his own experience as a collector were so great forty years ago.— Yet Mr. Wise seems to have accepted without suspicion what must have been a steady stream of three or four 'remainders' a year for fourteen years; and we have no evidence that he carried out any such inquiry into their origins as common sense, let alone bibliographical duty, plainly demanded."

The authors present plentiful evidence that



Mr. Wise disposed of a great number of these pamphlets through Mr. Gorfin, the London bookseller (who aided in the present investigation), and "it is impossible to escape the conclusion that Mr. Wise's zeal for the bibliographical establishing of these books,—had a partly commercial motive; and even if this went side by side with the pride of the discoverer,—the fact that the establishing was done mainly under his own name, while the marketing of the books was carried on largely through agents, gives the whole affair a rather unhappy color."

The authors have some harsh words to say about Mr. Wise, and the reviewer on the basis of their researches, could perhaps supplement this, but the author's summary is sufficient. "His original negligence in authenticating his finds: his purchase of them in bulk and subsequent gradual dispersal of them through commercial channels: his disingenuousness in emphasizing the rarity of books which he knew well were not rare in the strict sense at all—all these things have inflicted damage in plenty on innumerable collectors all over the world, who have for years paid good money—and in some cases a good deal of it—for books which are, in fact, worthless except as curiosities. . . . (Mr. Wise) was deceived where he ought not to have been deceived; and if thirty or so spurious books have been established as genuine by the influence of his authority, how can the credit, not only of his own great mass of bibliographical work, but of much else as well, fail to be seriously shaken? . . . If Mr. Wise, one of the most eminent bibliographers of our time, can be so extensively wrong, who can we be sure is right? In the whole history of book collecting there has been no such wholesale and successful perpetration of fraud as that which we owe to this anonymous forger. It has been converted into an unparalleled blow to the bibliography and literary criticism of the Victorian period by the shocking negligence of Mr. Wise."

The charges against Mr. Wise are doubly

justified by the evidence presented, which has not been gone into in this review. The answer to the more serious questions, that of the essential prestige of bibliography itself, is presented, in the reviewer's opinion, by the present monumental work itself. The authors have pointed out new and fruitful methods of bibliographical research, scientific methods which in the future, amplified and expanded and rigorously applied to bibliographical problems, will furnish definite and conclusive answers. The important fact is not that such forgeries have been made, but that they have been uncovered and exposed. If the science of bibliography shows evidence of becoming truly scientific, and it does, new methods of approach and research which from this time forward cannot help being applied will owe their existence to Messrs. Carter and Pollard who have not only posed the problem, but uncovered methods for its final solution. Border line cases still exist, of course, and always have and always will, but it seems impossible that such large scale fraud will ever be successfully put over again.

Part III, *Dossiers*, presents separately the evidence for and against every one of the suspected pamphlets (incidentally, it should be noted that these forgeries are, as the title of the book indicates, pamphlets, and in no case books; only one of the forgeries, Tennyson's "Lucretius," 1868, is in a cloth case). The entire case history of every book is thoroughly gone into, its first discovery, auction records, type, paper, etc., recapitulated.

In conclusion it need only be said that the rare book trade and the science of bibliography are doubly fortunate, not only in the exposure of these forgeries, but in the calm, decisive and conclusive manner in which it has been done and the general manner in which the authors, John Carter and Graham Pollard, have handled the investigation reflects nothing but credit upon themselves, the trade, and bibliography itself.

# June Book Production

*Monthly Statistics of New Book Titles Compiled from the Weekly Record of the Publishers' Weekly Including the Books (Not Pamphlets) of All American Publishers*

CLASSIFICATION	June, 1934			June 1933	6 mos. 1934	6 mos. 1933
	New Books	New Editions	Totals (5 weeks)	Totals (4 weeks)	Totals	Totals
Philosophy, Ethics .....	20	3	23	14	108	110
Religion, Theology .....	37	2	39	31	253	275
Sociology, Economics .....	60	12	72	58	321	313
Law .....	3	—	3	6	29	26
Education .....	15	2	17	5	90	71
Philology .....	23	1	24	10	105	103
Science .....	31	5	36	34	178	189
Technical Books .....	17	2	19	16	82	95
Medicine, Hygiene .....	38	9	47	34	154	147
Agriculture, Gardening .....	4	1	5	4	36	32
Domestic Economy .....	5	—	5	3	42	33
Business .....	14	2	16	11	68	65
Fine Arts .....	13	—	13	22	80	83
Music .....	2	—	2	2	19	28
Games, Sports .....	7	—	7	14	73	73
Literature, General .....	28	4	32	16	165	121
Poetry, Drama .....	43	1	44	25	259	238
Fiction .....	94	61	155	102	895	948
Juvenile .....	29	18	47	35	162	186
History .....	39	3	42	24	231	210
Geography, Travel .....	13	4	17	11	121	114
Biography .....	26	4	30	30	241	262
Miscellaneous .....	3	—	3	4	19	26
Totals .....	564	134	698	511	3731	3748

For June, 1933 (four weeks), the totals were:

New Books .....	416	New Editions .....	95	Totals .....	511
Increase .....	148	Increase .....	39	Increase .....	187

Totals for six months, 1934, show a decrease of 17 from totals of six months, 1933.

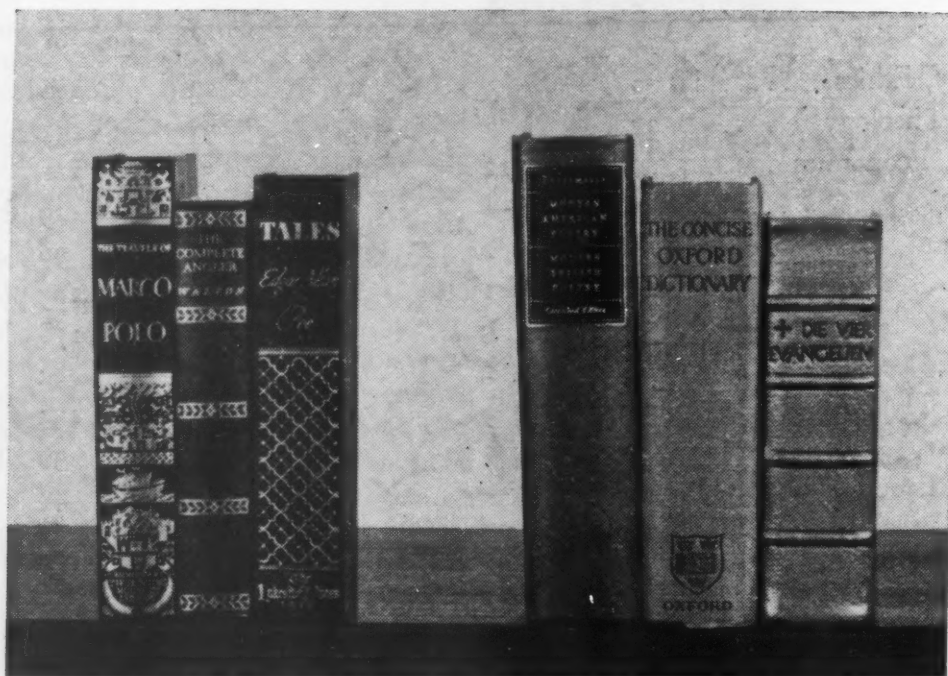
# BOOKMAKING

A MONTHLY DEPARTMENT

## Of the Size, Shape and Bulk of Books

### III. *Bulk in Relation to Contents*

WILLIAM A. KITTREDGE



*Examples of bulky books. Nos. 1, 2, 3 and 4 printed in the United States; No. 5 printed in England; No. 6 printed in Germany*

A BOOK WHICH has always been a delight for this writer to handle and use is "The Concise Oxford Dictionary,"<sup>1</sup> a fat bulky book of some 1064 pages ( $5\frac{1}{8} \times 7\frac{1}{4} \times 1\frac{5}{8}$ "). The book opens up nicely and lies open flat at any place. It is a book which stands much use, and even abuse. Chunky, bulky books have a certain charm and interest of their own. More often than not, W. A. Dwiggins, celebrated book designer, uses this form on volumes which he designs. His "Marco

<sup>1</sup> Can be cut from  $32 \times 44$ .

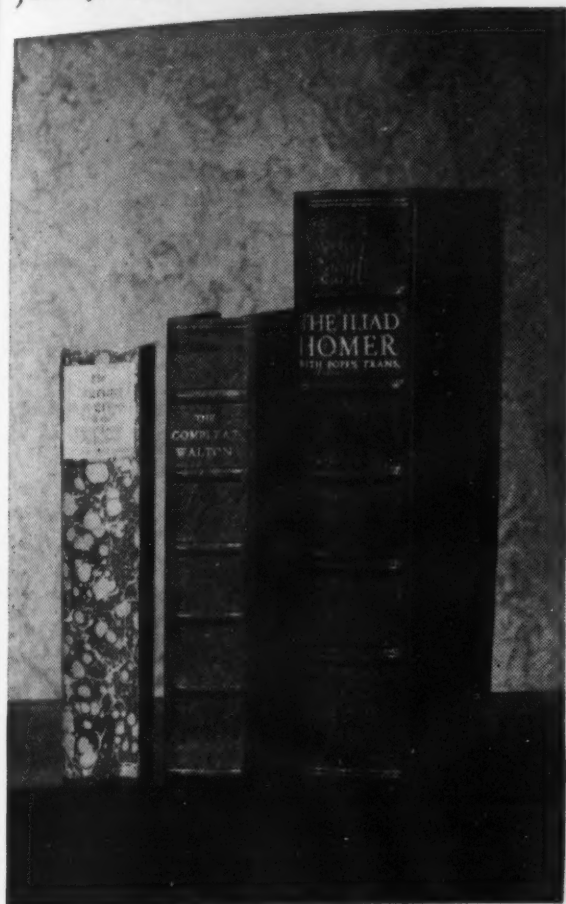
Polo,"<sup>2</sup> made and published this year by Leo Hart, takes this form, as do "The Tales of Edgar Allan Poe"<sup>3</sup> and "The Compleat Angler," published several years ago. No essays for a summer afternoon, these books are compact little volumes, convenient to handle and to occupy considerable time of the reader.

The fact that the size, shape and bulk of a book may not altogether relate to the

<sup>2</sup> Can be cut from  $35 \times 45$ .

<sup>3</sup> Can be cut from  $32 \times 44$ .





Three examples of bulky books from the Nonesuch Press. No. 1 printed in England; No. 2 printed in Edinburgh, Scotland; No. 3 printed in Holland

amount of its contents is exemplified by one of the illustrations with this article, which shows The Lakeside Press "Moby Dick" in three volumes ( $8\frac{1}{2} \times 11\frac{1}{2} \times 1$ "—approximately 300 pp. per volume) and the complete text of the three volume edition in one volume<sup>4</sup> ( $5\frac{1}{4} \times 7\frac{1}{8} \times 1\frac{3}{8}$ "—860 pp.). The three volume edition fell into the class of special limited edition books, and the type was set in 18 pt. English Monotype Caslon, a type which the artist felt went best with his pictures. When the trade edition was later considered, it became desirable to put the entire contents of three volumes into one volume, and to have the text run line for line and the pages page for page, to avoid embarrassments in page make-up and the relation of engravings to type. A fortuitous circumstance permitted lines of 12 pt. English Monotype Fournier 24 picas long to agree exactly in number of letters and spaces with a line of 18 pt. English Monotype Caslon set 33 picas long. Because of this exact mathematical ratio of one Monotype

<sup>4</sup> Can be cut from 32 x 44.

face to another, it was possible to set smaller pages line for line and page for page in agreement with the larger edition.

Because bulky books usually dismiss margins, the margins of the trade edition "Moby Dick" were kept small, and the result is a book about the size and shape of the Oxford Dictionary, as convenient and pleasant to handle and read.

A bulky book, which must have been a source of great delight to many people, is Louis Untermeyer's "Critical Anthology of Modern American Poetry and Modern British Poetry," published by Harcourt, Brace & Company, which is a whole library of poetry in one volume, comprising 1712 pp. ( $5\frac{1}{4} \times 8 \times 1\frac{3}{8}$ "<sup>5</sup>), with typography by Robert S. Josephy. The details of this book are adroitly handled so that it is a most pleasant book in its type, paper, binding and bulk. It is not a heavy book, and a perfectly delightful book to have at hand when one wishes to have the lift that poetry gives.

Another book of recent vintage, which of necessity was a fat, bulky volume, is the Random House edition of "The Brothers Karamazov," with illustrations by Boardman Robinson ( $6 \times 9\frac{1}{8} \times 1\frac{3}{8}$ "—822 pp.)<sup>6</sup>. In spite of this bulk, I have found no difficulty in reading this book in bed without a book rest.

The Riverside Press Cambridge edition of "The Complete Shakespeare" ( $5\frac{1}{2} \times 8\frac{1}{4} \times 1\frac{1}{2}$ "—1238 pp.)<sup>7</sup> is a bulky volume that is pleasant and convenient to use. The text is set in two columns, the type is clear and legible, and the paper adequate.

Doughty's "Arabia Deserta" comes in two fat volumes, and might be considered a "tome," but achieves charm and distinction because the size and shape of the books so well typify the arduous ramifications of a lengthy and momentous pilgrimage.

The Nonesuch Press books from England have the variety of size, shape and bulk with which these three articles have been concerned.

The Nonesuch "Iliad" of Homer, with the original Greek and Pope's translation in English on parallel pages, was recommended in the first of these articles for its tall, narrow page. It can also be recommended as a stout, bulky volume, very pleasing to peruse. The friendly gray toned paper is

<sup>5</sup> Can be cut from 35 x 45.

<sup>6</sup> Can be cut from 25 x 38.

<sup>7</sup> Can be cut from 35 x 45.

light and limp, and the book lies nicely open at any place.

In this plea for bulky books, natural bulk is meant and not artificial bulk. In the books under consideration, the texts have been of such length that they of necessity demand to be put into bulky books of one volume or split up into books of two or three volumes. The bulky book of one volume is sometimes to be preferred to dividing the text into two or three volumes.

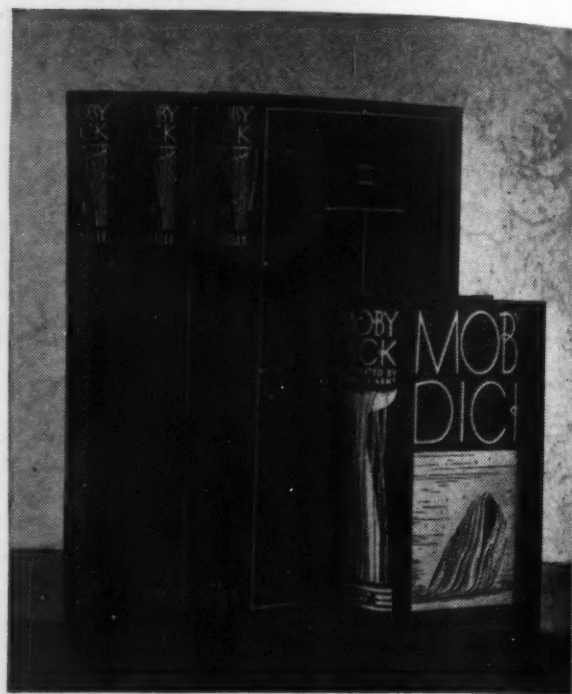
The Nonesuch Press edition of "The Compleat Walton,"<sup>8</sup> bound in leather, is another such book. It is not a heavy book, and yet it is by the usual standard a bulky book.

Two books from Germany, one of which has been alluded to previously—"Die Apostolischen Schriften" and "Die Vier Evangelien"—are set in a generous size of text letter and bound in natural pigskin, with the edges of the books stained a dull red to match. From the outside they suggest an ecclesiastical air, and they are delightful to use and handle. In connection with these books, it is to be noted that the scale of the thickness of the board for the binding may sometimes be in scale with the bulk of the book. The covers of these two books are of a board almost  $\frac{3}{16}$ " thick, and yet the books are shown to be flexible and open flat when in use.

Something should be said sometime about a scale of the thickness of boards for bindings in relation to the thickness or bulk of books. The more or less standard .078 binder's board can well be varied in accordance with the contents of the book. It is nice to see thin books bound in thin boards, and bulky books in heavy boards. Of course, there are exceptions to this, and sometimes bulky books are bound in thin boards, and thin books in heavy boards, although as a general rule, the scale of the thickness of the board should be kept in proportion to the scale of the thickness of the book.

A bulky book offers a good opportunity for the designer in arranging the backbone stamp. The illustrations with this article show many varieties of this. The three books of Dwiggin are characteristically rich in the embellishment of their backs. On the shelf they become noteworthy, decorative accents. The books bound in leather rely upon the texture and grain of the

<sup>8</sup> Can be cut from 35 x 45.



*Examples of bulky books. Printed in the United States*

leather, and the bands for design. The Nonesuch "Pilgrim's Progress" shown makes good use of a white label stamped in gold, pasted onto a marbled cloth. More books should be bound in marbled cloth. The patterns coming from England and France are rich and colorful and interesting. They are a welcome relief to the continuous use of plain cloth. The trade edition "Moby Dick" was stamped with aluminum foil on black from a design of Rockwell Kent's. It was possible to make a rich looking binding job of a low-priced trade edition book.

The artificial bulk of books is despised by everyone who really cares for good book-making, but the natural bulking of a long text is recognized as an opportunity to be capitalized by many designers.

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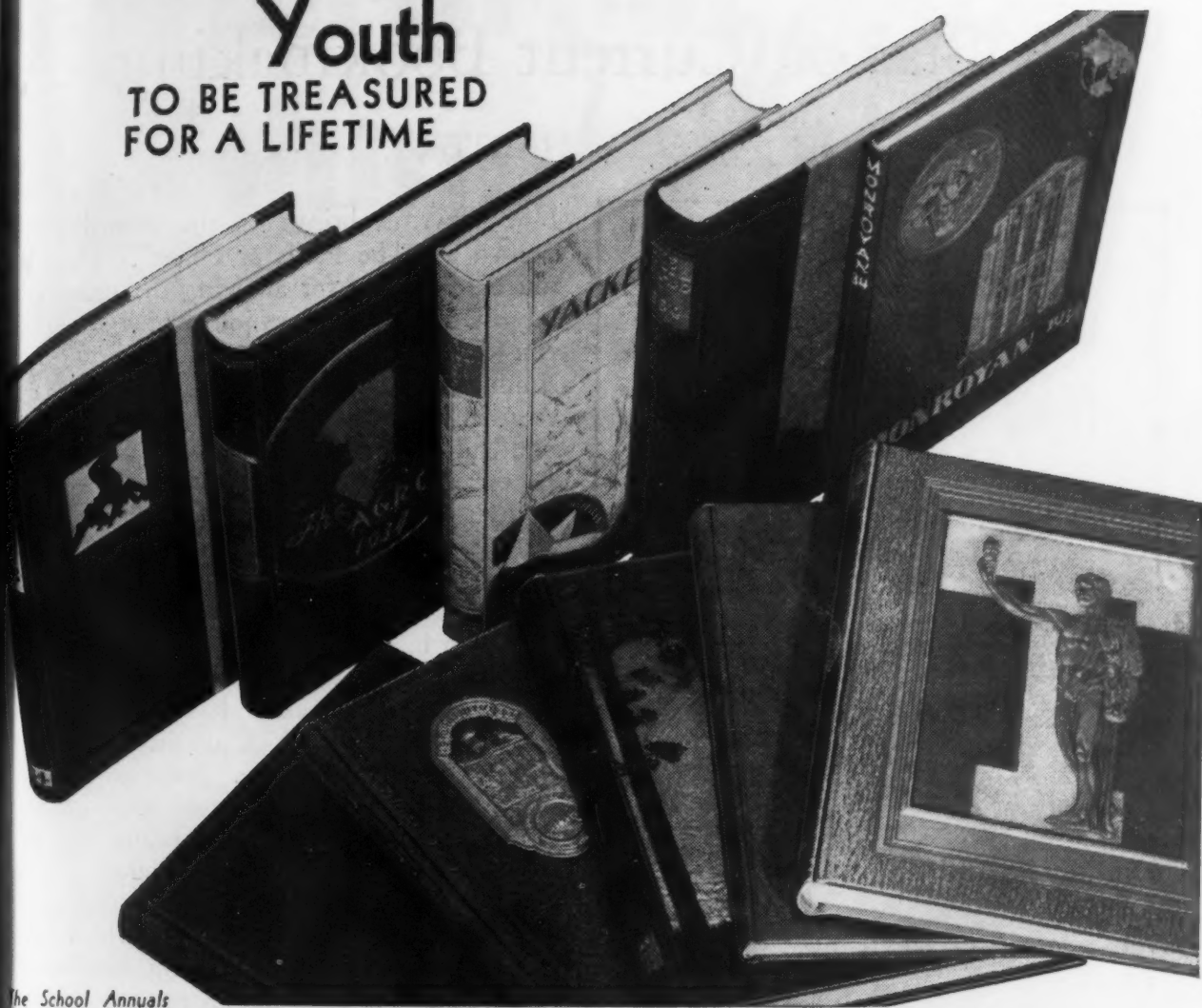
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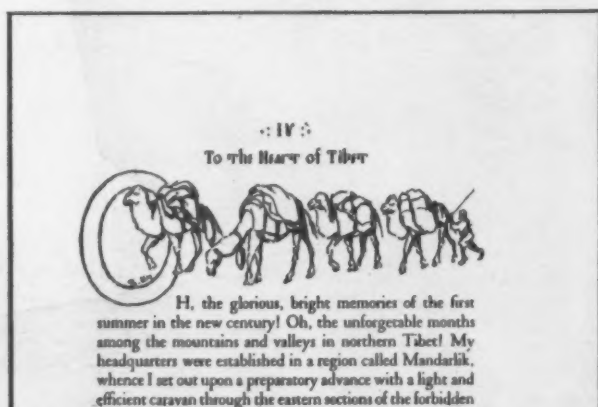
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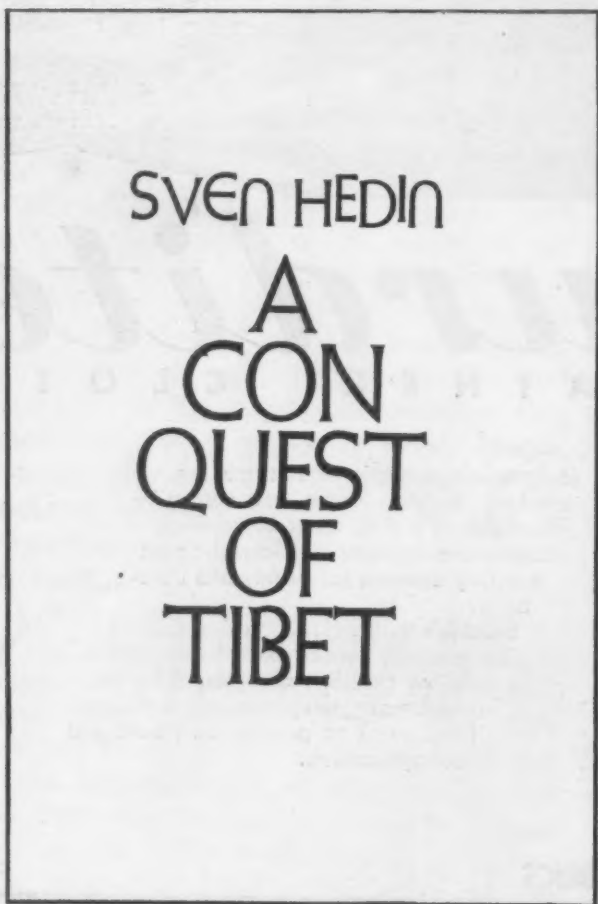


# Full Trim: A Bias on Current Bookmaking

EVELYN HARTER



*Chapter opening showing use of an imitation  
of liturgical type which Mr. Jacobs had cut  
for this book*



*An unorthodox but pleasing title-page*

HOT WEATHER brings on the annual serial known as "The Perils of Offset". There is much to be said for allowing the printer to buy the paper for offset jobs which are to be run during the hot humid months of the summer, for although trouble may be found even in letter-press in the way of wrinkling and bad register, the trouble is usually worse in offset work. The printer, however, although he may be in the best position to select a paper for the practical purpose of running, is often insensible to qualities of color and surface texture. The problem of conditioning offset paper by hanging and other seasoning processes would seem to be far from solved, for cases have been known where even plants which are air conditioned have experienced trouble. Some paper mills seem to have solved the problem of making a paper which resists temperature and humidity conditions more than others. It is sometimes forgotten by the buyer that paper is made up of individual fibres which have all the swelling and shrinking qualities of wood. A mill man told us recently that his experts had even tried water-proofing each individual fibre.

We know of another strange hot weather experience with offset in which books came from the bindery smelling as if they had been produced in the stockyards. It was at first thought that the smell came from the animal glue in the backing of the book, but it was finally tracked down to the sizing in the offset paper which the summer weather brought out in a truly amazing stench.

All this simply by way of warning, although the only sure way of protecting yourself from trouble is to deal with a paper house and a printing plant that will stand back of their products.

Probably the most original job of bookmaking which the bookstores will show in July will be "A Conquest of Tibet" by Sven Hedin (Dutton) designed by S. A. Jacobs, who is always at his best in dealing with eccentric material. Although the arrange-

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ment of the author's name on the title-page (set in Weiss Series II) is unorthodox, we find the result interesting and pleasing. We are not quite so sure about the strange adaptation of Sanskrit used for contents and running heads. This type is an imitation of a liturgical type which Mr. Jacobs designed and had cut especially for himself, and probably if we had been in his shoes we would have been tempted to use it—it is one of those ideas which run away with you now and then because of their ideational rather than their artistic merit. The numerous line cuts by the author harmonize well with the Estienne type and the entire book has pleasing Asiatic tone.

Another book which shows considerable thought in planning is "Stars Fell on Alabama" (Farrar & Rinehart). The author's notes at the end are printed on yellow stock, making them easy to find, and various full page line cuts have been printed over colored tint blocks which are bled off, giving the pages the effect of colored inserts.


We haven't asked any bookstore people what they think of the jacket for "A Cool Million" (Covici, Friede) but we enjoyed it hugely. Some real art work (by William Cotton) and a sense of humor rare in book jackets went into this.

"The History of Printing in Indiana" (R. E. Banta) is impressive in its fine red and tan buckram binding and is printed on a handsome laid sheet of paper. We find the type page a little hard to read as a result of the tightness and length of the lines.


The designer of "Broken Chords" (Black Cat Press) took advantage of some unusually sympathetic material in his arrangement of the book. The titles of the three pieces in the book are all short, and the designer placed them in the position usually occupied by a two-line initial and printed them in red. The binding seems garish to us, and the red ornament before the folios too large, but the use of Beton for the marginal running heads looks very well.

We are inclined to protest against a certain copycat tendency being exhibited by some of our book-cloth producers. More than a year ago one of our best cloth houses introduced a line of natural finish cloths in six good colors. When cotton prices went up this house maintained a price for these natural finish cloths which the publisher

could pay at a time when other similar cloths were rocketing up. Now several houses have set themselves to imitate these six cloths at a competitive price, regardless of the fact that there are many other good colors which publishers would be delighted to have. We hope that another season will bring some change in this rather childish attitude.



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## A. I. G. A. Courses in Printing Education

THE NATIONAL PROGRAM of Printing Education which for twenty-five years has been carried on by the United Typothetae, has now been taken over by the American Institute of Graphic Arts. Harry L. Gage, President of the Institute, and prime mover in this decision, announced this transfer at the Thirteenth Annual Conference on Printing Education held at Detroit, June 18-20.

The reorganization of trade associations which was forced by the Graphic Arts Code made no provision for the continuance of the educational work which the U. T. A. had been doing. It was a matter of extreme regret that this valuable program should be allowed to lapse and the officers of the Institute have resolved to undertake its continuance, even though this means a heavy extension of the Institute's work with the resultant need for increased funds.

With the decision made, the officers and directors of the Institute persuaded Fred J. Hartman, the director of the U. T. A. Department of Education, to take up the work of director of education with the Institute. Harry Hillman, formerly editor and business manager of the Typothetae *Bulletin*, has agreed to join Mr. Hartman in the capacity of director of publications and promotional manager.

Mr. Hartman is widely known throughout the Graphic Arts, as well as in the general field of vocational and industrial education. Formerly assistant to Dr. Thomas S. Baker, President of the Carnegie Institute of Technology, he was actively associated with the department of printing at Carnegie Tech. Joining the U. T. A. staff as director of the Department of Education eight years ago, he had an active part in bringing about the merger of the former U. T. A. School of Printing with the Department of Printing at Carnegie, and has also wielded a powerful influence in gaining recognition for printing instruction among educational societies.

Mr. Hillman, too, is well known throughout the industry through his work as editor of the Typothetae *Bulletin*, a position from which he resigned the first of May, and through his former work as Editor-in-chief of the *Inland Printer*.

The organized program of printing educa-



*Fred J. Hartman*

tion, as it has been carried on and enlarged upon since its inception approximately twenty-five years ago, has had for its principal functions the supervision of the publication of textbooks and other technical works; cooperation with the Department of Printing at Carnegie Tech, which is the college for printers in the national program of Printing Education; cooperation with trade and vocational schools and trade high schools, giving advice and counsel in the formulation and arrangement of courses and in the placing of teachers; cooperation with public school printing departments; publication of the magazine, *Printing Education*, which goes every month to some fourteen hundred teachers of printing, and a thousand or more supervisors of industrial education; and the promotion of printing as an active interest among educational societies.

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there is also a recent development known as the Appreciation of Printing Movement through which a greater appreciation of printing and its influence is being promoted among those who will be the future users and buyers of the printed product.

The American Institute of Graphic Arts plans to carry on this additional work by extending the scope of the Institute, and to finance it by increasing the membership among both individuals and companies, and through sustaining memberships and endowments where possible from the numerous friends and supporters of printing education.

In order to extend the influence of the Institute and to help in bringing about closer cooperation with schools having classes in any of the Graphic Arts subjects, provision has been made for a new membership classification to be known as the School Memberships. Under this classification admission to membership will be open to those engaged as instructors in recognized schools maintaining classes in Fine and Graphic Arts subjects, also to advanced students in any such schools.

Until new officers are established for the Institute, which will be within a very short time, complete information regarding Institute activities and membership may be secured by addressing the Executive Secretary, Miss Blanche Decker, 109 E. 31st St., New York City.

## First Books From Rubber Plates

"THE EMERALD MURDER TRAP" by Jackson Gregory, published by Charles Scribner's Sons on June 8th, is the first book printed from rubber plates, according to the Scribner press which produced the volume after some time spent in experimentation and research. Water color printing was made possible by the use of rubber plates prepared by hand, but in the making of bookplates from rubber a moulding process is used. The printing surface of the plates is very hard, insuring long use on press. The plates are mounted on metal bases and are printed on the usual type of presses used in book printing.

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## Well-Made New Textbooks

PUBLISHERS OF TEXTBOOKS are evidently going to put every possible temptation in the way of schools to induce them to buy new titles, judging by the care which is being taken with many of the new volumes that are coming out.

Though it is invidious to pick a few from among many books, the present tendency can be demonstrated by such examples as a new volume on the American Book Company's list, "Rambles in Europe," for which the illustrator, Guy Brown Wiser, has made decorative and full-page drawings, maps and other illustrated material of great charm and interest, attractively adapted to the page makeup.

Then there is Scribner's reader, "Komoki of the Cliffs," illustrated in color by drawings by Indian children, which sets a high standard for other publishers of readers to follow, or Virginia Olcott's "Klaas & Jansje," Silver Burdett, with the colored illustrations by Constance Whittemore.

An excellent example of the careful work of the Athenaeum Press of Ginn & Company is "Plane Trigonometry" by Granville revised by Percy F. Smith and James S. Mikesh. Herein are geometrical drawings and tabular matter set in perfect taste and with great care to a harmonious whole.


The Doubleday imprint is on a French book called "Le Français Vivant" by Jacob Greenberg with delightful illustrations by Paul Galdone. These illustrations have an informality and humor that are sure to please the students and make French seem easy.

Many new volumes are in the omnibus format, now so popular. A good example of this type is the 900-page book of "Chief French Plays of the Nineteenth Century" edited by Elliott M. Grant, which has been designed by Harper to make a large collection of material seem readable.

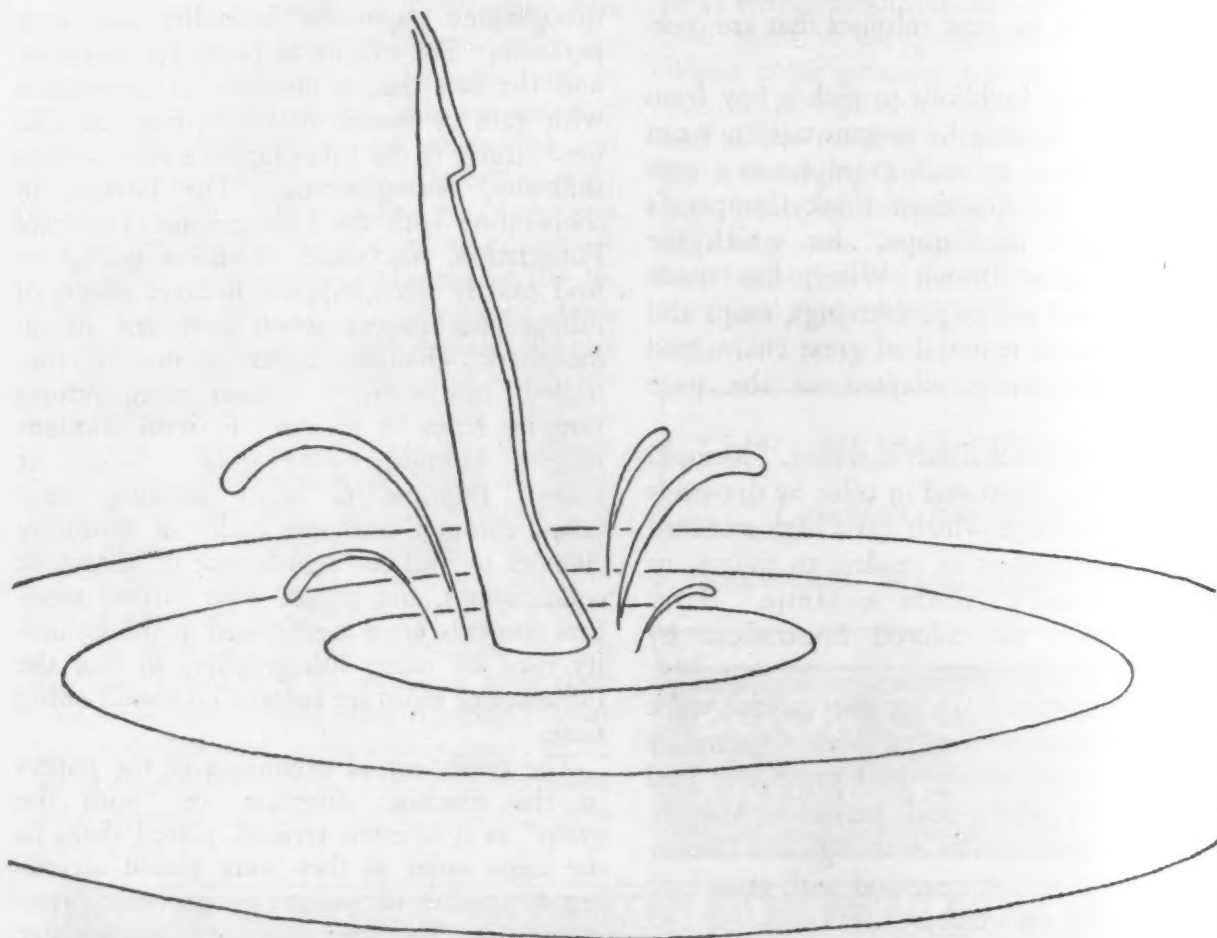
## Reactions of Paper to Humidity

THE BUREAU OF STANDARDS is assisting the lithographic and offset industry in combating its serious losses resulting from register difficulties, by a study of the reactions of lithographic papers to humidity and temperature. The avidity of paper for moisture, and the fact that it changes its dimensions with gain or loss of moisture, have contributed largely to the lithographer's most serious difficulty, misregistering. The bureau, in cooperation with the Lithographic Technical Foundation, has made extensive studies to find exactly what happens to large sheets of lithographic papers when subjected to atmospheric changes under accurately controlled conditions. Various temperatures ranging from 68 to 110° F. with constant relative humidity were used. Papers of known response to offset printing were taken through complete cycles of humidity changes to find the significance of history of conditioning, and papers with various moisture contents were conditioned at the humidity used by many lithographers to find the influence of moisture content on conditioning time.

The coefficient of expansion of the papers in the machine direction, or "with the grain" as it is often termed, placed them in the same order as they were placed according to quality of register in previous printing tests. The paper that gave best register in printing changed least in the machine direction with moisture content changes and the paper that gave poorest register in printing changed most. This indicates that the troublesome changing of dimensions in printing that have the most important influence on register of prints in multi-color printing are caused by moisture content changes rather than by the mechanical stresses of the process. Therefore, the importance of accurate atmospheric control together with proper conditioning of paper in quality multi-color printing is obvious.

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Ar: Fine Arts    Dr: Drama    Hi: History    Po: Poetry    Sp: Sports  
Bi: Biography    Ec: Economics    Ju: Juveniles    Re: Religion    Tr: Travel  
Bu: Business    Fi: Fiction    Mu: Music    Sc: Science

## Andrews, Charles McLean

The colonial period of American history; v. 1, The settlements. 565p. (bibl. footnotes) O (Louis Stern Memorial Fund pub'n) c. New Haven, Conn., Yale 4.00

This history of the colonial period embraces all of England's colonial possessions in the West that were founded in the 17th century, and, contrary to the usual custom, the study is approached from the English point of view.

## Armstrong, P. C. and Robinson, F. E. M.    Ec

City and country; a study in fundamental economics. 156p. O '34 [N. Y.], Macmillan 2.55  
A concise explanation of modern economic problems for the average man.

## Baker, Paul E.

Negro-white adjustment. 272p. O '34 N. Y., Ass'n Press 3.00

## Baxter, Gregory, pseud. [John Ressich and Erich de Banzie]    Fi

Death strikes at six bells. 312p. D ['34] N. Y., Macaulay 2.00

Scotland Yard was called on to solve the two murders which were committed on an ocean liner returning to England from India.

## Beane, Gerald F.    Fi

Going to press. 276p. O '34 N. Y., Empire Pub. Co. 2.50

## Bentley, Phyllis Eleanor    Fi

The spinner of the years. 356p. D '34 N. Y., Macmillan 2.50

This novel by the author of "Inheritance" and "A Modern Tragedy" was originally published in 1929 by Rae D. Henkle.

## Bonner, Willard Hallam

Captain William Dampier, buccaneer-author. 243p. (9p. bibl.) O [c. '34] Stanford Univ., Cal., Stanford Univ. Press 2.75

Some account of a modest English buccaneer and of English travel literature in the early 18th century on

which he had considerable influence through the success of his own four books about his voyages.

## Breyer, Ralph Frederick

The marketing institution. 365p. (bibl.) maps, diags. O c. N. Y., McGraw-Hill 3.00

A study of the marketing institution, which covers the important social aspects of marketing before the New Deal, and the effects of the New Deal on marketing.

## Brigham, Albert Perry and McFarlane, Charles T.

Our continental neighbors [b'k 3], pts. 1 and 2. various p. il. (col. front.), maps (pt. col.) O (Our world and ourselves) [c. '33, '34] N. Y., Amer. B'k 1.08; 1.20

## Brown, Ivor John Carnegie

I commit to the flames. 239p. D '34 N. Y., Harper 2.00

An English author and critic vigorously attacks some of the modern trends and personalities in literature, politics, religion and the arts.

## Calahan, Harold Augustin    Sp

Learning to race. 334p. il., diags. D c. N. Y., Macmillan 3.50

A practical manual on yacht racing, written primarily for the beginner, by the author of "Learning to Sail."

## Carruth, Agnes K.    Po

Songs from a narrow valley. 69p. O c. N. Y., Paebur Co. 2.00

## Carter, John, and Pollard, Graham

An enquiry into the nature of certain nineteenth century pamphlets. 412p. il. O '34 N. Y., Scribner 6.00

A fully documented exposure of a group of more than fifty "first editions" mostly in pamphlet form, of such eminent authors as Dickens, William Morris, Browning and others. More than thirty are shown to be forgeries and the rest open to suspicion.

THIS LIST aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n. d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

\* indicates a translation from a foreign language, a key used at the request of the International Institute of Intellectual Cooperation of the League of Nations.

**Clark, Felton G.**

The control of state-supported teacher-training programs for Negroes. 119p. (3p. bibl.) O (Contribs. to educ., no. 605) c. N. Y., Teachers Coll., Columbia Univ. 1.50

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Goethe, Life of. Bielschowsky.

Adelbert College Lib., Cleveland, O.  
Abbott, Lyman. The Life and Literature of the Ancient Hebrews. 1901.  
Compton, Frances Snow (pseud. of Henry Adams). Esther. (American Novel Series, No. 3.) 1884.  
The Diothas, or A Far Look Ahead. Ismar Thiussen (pseud.). N. Y. 1883.  
Mackarness. A Trap to Catch a Sunbeam.  
Rice. The Adding Machine: a play.  
Todd. The Primitive Family as an Educational Agency. 1913.  
Vladimirtsov. The Life of Chingis-Khan. 1930.

Allen's Book Store, 82 Genesee St., Auburn, N.Y.  
Davis. Concrete Pottery and Garden Furniture. Munn & Co.

Allen's Bookstore, Hendrick Hudson Hotel, Troy, N. Y.  
Hollis-French. List of American Silver Smiths and Their Marks. Walpole Society.  
Ray Long. Twenty Best Stories.  
Meyer. Mind Your P's and Q's.  
Clarke, John M. Heart of Gaspé.  
Niles, Grace. Graylock, Hoosac Valley.  
Clouston, T. S. Clinical Lectures on Mental Diseases.  
Mrs. Belloc Lowndes. The Lodger.  
Perry and Pell. Canada Doctor.  
Robert Briffault. Psyche's Lamp.

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Pompilia and Her Poet. Gaylord.

Madam Guyon and Fenlon. Upham. Harper. 1846. 2 vols.

Martin Ruter, D.D. A Concise History of the Christian Church. 1st establishment to the 19th cent. Carlton & Lanahan. N. Y. March, 1834.

Amer. Dime Novel Ex., 1525 W. 12th St., Brooklyn, N. Y.

Dime, nickel novels; Beadle, Tousey, Munro, others.

American Lib. Service, 1472 B'dway, New York

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Bradbeer. Confederate Currency.

Burnham. The Golden Dog.

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Cronin, Dr. Books on Murder of.

Fritts. Watch Adjusters Manual.

Gem Books.

Goodrich. The Modern Clock.

Higginbotham. Time Precision Measures.

Moore. The Clock Book.

Musical Courier. March 22, 29, 1930.

Nutting. The Clock Book.

Pagett, Sir James. All books by.

Ringel. America as Americans See It.

Sims, J. Marion. Life of.

Trows. N. Y. Partnerships and Corps.

Dodge. Campaign of Chancellorsville.

Graves. Family History.

John Jay. Anything by or on.

Bone, John Henry. Anything on or by.

Wainwright, Thomas G. Anything on or by.

American News Co., 131 Varick St., New York  
Oral Method with French. Part I. Keetels.  
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Campbell, Charles A. R. Bats, Mosquitoes and Dollars. Stratford Co.  
Howard, L. O. Mosquitoes and Bats. 1922.

**Apple Tree Bookshop, 32 Warren, Concord, N. H.**  
Mrs. Belloc Lowndes. Lonely House.

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The Art of Rigging. Biddlecombe.  
The Old Wooden Walls. Ed. by Gill.  
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Angell. Financial Foreign Policy of the U.S.A.

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Hughes, Rupert. Love Affairs of Great Musicians. 1-vol. ed.  
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Canfield. City of Six; Diary of a 49'er.

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Forney. Catechism of the Locomotive.

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Lockhart. Dude Wrangler.

McArthur. Sea Routes of Commerce.

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Pitkin. Twilight of American Mind.

Ritchie. Hell Roarin' 49'er.

Robinson. Patriots.

Scott. Young Man and Electrical Engineering.

Smith, Preserved: Erasmus. 2 copies.

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Williams. Eye in Attendance; Oakwood of the Secret Service; Three of Clubs.

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Durant. The Story of Philosophy. G. C. ed.

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The Story of Opal.

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Riptide. Benet, W. R. 1st ed. Fine.

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The Snowflake. Boston. 1850.  
Carlyle. Complete set, also separate vols., anthology, or writings about him.

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**Bibliophile, 1830 N. High St., Columbus, O.**  
Leighton Parks. Turn Pikes and Dirt Roads.

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Two Centuries of Costume. Alice M. Earle.

**Arthur F. Bird, 22, Bedford St., Strand, London, W.C.2, England**  
Baker, I. Newton. An Intimate View of R. G. Ingersoll. N. Y. Farrill. 1920.  
Smith, E. Garsten. Ingersoll. 1904.

**Ben Bloomfield, 65 University Pl., New York**  
Theatrical Material. Period 1895 to 1905.  
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Marius. The Epicurean Pater. Medici & Mosher ed.  
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Bullet's Flight from Bullet to Target. Munn.  
Odes of Horace. Loeb Classics.

**Book Shop, 158 University Ave., Palo Alto, Cal.**  
100 Years of Singapore. Makepeace, Brooke,  
and Braddel, editors. Murray. 1921. Lond.  
Dawn of Modern Geography. Beazley. 1st vol.  
only.

**The Church for Americans.** Bishop (William  
Montgomery?) Brown. Probably published  
in Diocese of Arkansas around 1905.

**Bookshop, 83 South St., Morristown, N. J.**  
Trollope. Vicar of Bullhampton; Is He Popen-  
joy; John Caldigate. Dark red cloth. Dodd,  
Mead. 1912 ed.  
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The American Turf. John H. Davis.  
All quotations acknowledged.

**Brentano's, 63 E. Washington St., Chicago, Ill.**  
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Boulestin, M. Simple French Cooking.  
Brugiere. Good Living.  
Cheiro. Guide to the Hand.  
Coster, D. Living and the Lifeless.  
Courtney. Beyond Behaviorism.  
Davenport, D. Wallace Reid.  
de Blowitz. Memoirs.  
Downes, Olin. Lure of Music. Pub. in 1918.  
Edgeworth, M. Harry and Lucy.  
Engerman, G. Labor Among Primitive People.  
Ewers, H. H. Vampire.  
Haan. American Planning.  
Haddock, F. C. Power for Success.  
Hauptman. Heretic of Soana.  
Herrick. Denatured and Industrial Alcohol.  
Pub. in 1907.  
Hunt, L. The Town.  
Huxley. Hume.  
Keyserling. Travel Diary of a Philosopher. 1-  
vol. ed.

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Mann, Thomas. The Truth Shall Make You Free.  
Noel. Story of Everest.  
O'Donnell. Love Poems of Three Centuries.  
Shand. A Book on French Wines.  
Van Ruysbrock, J. Adornment of the Spiritual  
Marriage.  
Wilson. Field Artillery Manual. Vol. 2.  
Ts-ao Shang-Ling. The Lost Flute.  
Ellis. Life of Benj. Thompson Count Romford.  
St. Simon Memoirs. Vols. 3-4. Brentano ed.  
Laverack, Edward. The Setter.

**Brentano's, 1322 F St., N.W., Washington, D. C.**  
Carlson. Elementary Principles of Landscape  
Painting.

Stewart. Perfect Behaviour.  
Marejol. Daughter of the Medicis.  
Lodge. Raymond; Why I Believe in Personal  
Immortality.  
Child's Book of Old Verse. Ill. by Jessie W.  
Smith. 1910.  
Morgan. Principles of Modern English Grammar.

**Brick Row Book Shop, 42 E. 50th St., New York**  
Wister. Done in the Open. 1st. 1902.  
Morris. The Deserted Bride. 1st. 1838.

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Ferenczi. Further Contributions to the Theory  
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Comic History of the United States. Bill Nye.  
Our Neurotic Age. Schmalhausen.

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Parker. Ecce Deus. 4 copies.  
Porter. Coal Carbonization.  
Wetterstrand. Hypnotism. Putnam. 1897.

**Chicago Medical Book Co., Congress St., Chicago**  
Schmidt-Aaron. Test Diet.  
Year Book Medicine. 1931.  
Park. The Evil Eye.  
Stirling. Some Apostle of Physiology.  
Wetterstrand. Hypnotism.  
Tinel. Nerve Wounds.  
Fuchs. Ophthalmology. 1924.  
Cushing. Consecratio Medici.  
Wessler & Jaches. Roentgenology of Chest.  
Schmalhausen. Why We Misbehave. New. \$1 ed.

**Arthur H. Clark Co., 1214 S. Brand, Glendale, Calif.**

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Sumner. Hist. of American Currency.

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Cheetham & Hardwick. Early Church. 4 vols.

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Ayar-Incas. Poindexter. 2 vols. Liveright.  
Atlantis in America. Spence.  
Old Civilizations of Inca Land. Mead.  
Letters of Cortes. Trans. by McNutt.  
Song of Quetzalcoatl. Prof. Cornya.  
Life of Anna Pavlova.

**Colorado Book Store, 1215 13th St., Boulder**  
Kellogg. Insect Stories. Appleton.

**Columbia University B'kstore, 2960 B'dway, N.Y.**  
R. Angus Smith. Disinfection and Disinfectants.

**Columbia University Lib., New York**  
Anderson, G. H. Vancouver and His Great Voyage. King's Lynn. 1923.  
Barrie, J. M. Peter and Wendy. Illus. by Bedford. Scribner. 1911.  
Davidson, N. J., ed. Knight Errant and His Doughty Deeds; the story of Amadis of Gaul. Lippincott. 1910.  
Davies, J. A Grammar of the Tahitian Dialect of the Polynesian Language. Mission Press. 1823.  
Godwin, William. An Enquiry Concerning Political Justice. 2 vols. 1926. Knopf.  
Grandgent, Charles. Old and New. Harvard University Press. 1920.  
Hu Shih and Lin Yu-tang. China's Own Critics. United Press.  
Morgan, A. E. Tendencies of Modern English Drama. Scribner.  
Nixon, Paul. A Roman Wit. Houghton Mifflin. 1911.  
Pike, J. S. The Prostrate State. Appleton. 1874.  
The Public Domain, Its History With Statistics, etc. U. S. Congress House of Representatives Misc. Doc. 45 pt. 4. 1884.  
Rinder, E. W., ed. Poems and Lyrics of Nature. Scott. 1894.



**Columbia University Lib.—Continued**

Strachey, Giles L. Queen Victoria. Blue Ribbon Books. 1931.

Torrey, Bradford. Friends on the Shelf. Houghton Mifflin. 1906.

Irving S. Colwell, 99 Genesee St., Auburn, N. Y.  
Reade, Chas. The Jilt. Scribner.  
Widdemer. I've Married Marjorie.

Concord Book Shop, 36 S. Michigan Ave., Chicago  
History of Morgan's Cavalry . . . Duke Ideals.  
Scott.

Corner Bookstore, 109 N. Tioga St., Ithaca, N. Y.  
Statistical Mechanics. Tolman.

T. O. Cramer Book Store, 1321 Grand Ave.,  
Kansas City, Mo.  
National Geographic for 1910. December.

Dartmouth Bookstall, 279 Dartmouth St., Boston  
Samuel Sewall's Diary. Vanguard.  
Gask. True Stories About Horses. Crowell.  
Street, Arthur G. Strawberry Roan; Farmer's  
Glory; Hedge Trimmings; Country Days.  
1st English eds.

Dartmouth Bookstore, Hanover, N. H.  
Morte d'Arthur. Lucy Paton. Everymans No.  
634. 10 copies. New or 2nd hand.

Dauber & Pine Bookshops, 66 Fifth Ave., N. Y.  
Quotations solicited of Material on American Economic, Social, Political and Legal History in books, pamphlets, periodicals, manuscripts; Canals, Railroads, Finance, Business, Slavery, Labor. Explorations and Territorial Expansions. Legal, Social and Political Struggles Before 1860. Also American Criminal Trials.

Owen Davies, 346 N. Clark St., Chicago, Ill.  
Maire. Colors: What They Are, etc.  
Robinson. Don Quixote of Psychiatry.  
Eekhoud. A Strange Love.  
Campanius. Description of New Sweden. 1834.

Dayton Co., Book Dept., Minneapolis, Minn.  
American Rhythm. Austin.

Des Forges & Co., 427 E. Wisconsin, Milwaukee  
Military Memoirs of a Confederate. E. P. Alexander.

The Army of North'n Virginia in 1862. W. Allan.  
Lost Paradise. H. Powell.  
Dictionary of Bible Proper Names. Cyrus A. Potts.  
1st eds. of Whitman, Riley, Longfellow, Bryant, and Swinburne.

DeWitt's Book Store, 620 14th St., Oakland, Cal.  
Gregg. Commerce of the Prairies.  
Pattie's Narrative.  
Carter. Law of Life.  
Barbour, R. H. Joyce of Jasamines.

Doubleday, Doran Book Shops, Garden City, N. Y.  
Jefferson to Lincoln. McDonald. (Home University Library.)

The Wars Between England and America. Smith.  
(Home University Library.)

Baby's Plays and Journeys. Wiggin & Smith.  
G. B. F. Hallock. Cyclopedia of Commencement Sermons and Baccalaureat Addresses; Cyclopedia of Funeral Sermons and Sketches; Sermon Seeds; Beauty in God's Word; The Model Prayer; Christ in the Home; Upward Steps.

To Be or Not to Be. Chambers.  
The Highway of Life. Kerr.  
Let Us Highly Resolve. Porter.  
Gems and Gem Minerals. Farrington.

**Weekly Book Exchange**

Doubleday, Doran Book Shops, 31 Nassau, N. Y.  
Blaker. Medal Without Bar.  
Strother. Virginia Illustrated.  
Lermontov. Hero of Our Time.

Doubleday, Doran Book Shops, 53 E. 44th, N. Y.  
Mass Murder. Douthwaite.  
Story of My Life. Sir Edward Clarke.

Doubleday, Doran Book Shops, Broad St. Station Bldg., Philadelphia, Pa.  
The Earth as Modified by Human Action. G. Marsh.

Drama Book Shop, Inc., 48 W. 52nd St., N. Y.  
Analysis of Play Construction and Dramatic Principle. W. T. Price.  
Dr. Knock. In Eng. J. Romains.  
Civic Repertory Plays. Ed. Le Gallienne.

Duttons, 681 Fifth Ave., New York  
Alden, C. Faithful Friends.  
Burgess, Geo. List of Persons Admitted to the Order of Deacons in the Protestant Episcopal Church, 1785-1857. Boston. 1874.  
Burns, Jas. A. Growth & Development of Catholic School System. . . . 1912; Principles, Origin and Establishment of Catholic School System in the U. S. 1908.  
Canadian Hist. Assn., Ottawa. Rept. of annual meeting. 1916, 1918, 1919.  
Chamberlain, J. L. Univ. of Pennsylvania. . . . Boston. 1901-2. 2 vols.  
Chandler, F. W. Romances of Roguery. 1899. N. Y.  
Chevers, T. H. Virginalia, or Songs of My Summer Nights. Phila. 1853.  
Clark University. Decimal Celebration, 1889-99. N. Y. 1899.  
Clearwater, A. T., ed. History of Ulster County. 1907.  
Cordell, E. F. Univ. of Maryland, 1807-1907. N. Y., etc. 1907.  
Crowell, R. H. Observation.  
Eliot, T. S., ed. Criterion. Vol. 1, nos. 1-4. 1923; 5, no. 1. 1927.  
Hervey, G. W. On Conversation.  
Kemble, Fanny All Works (excepting Letters from a Georgia Plantation).  
Taft, O. B. Evolution of Idea. 2 copies.  
Taylor, John. Pamphlet . . . letters . . . to Thomas Ritchie. Richmond. 1809; Correspondence. Ed. W. E. Dodd. Richmond. 1908; A Definition of Parties. . . . Philadelphia. 1794.  
Terhune, A. P. Way of a Dog. 1st ed.  
Terrell, R. F. Study of the Early Journalistic Writings of H. W. Grady.  
Thompson, Elbert N. S. Controversy Between the Puritans and the Stage. New York. 1903.  
Todd, D. P. Stars and Telescopes.  
Treasury Dept. records prior to 1837-1922.  
Trees at Night.  
Trollope. The Vicar of Bullhampton. Dodd, Mead ed. 3 copies.  
Turbin, Bradford. Beagling.  
Turnbull, R. J. Observations on State Sovereignty. N. Y. 1850.  
Twain, Mark. Innocents Abroad; Tramp Abroad; Roughing It; Autobiography (Burlesque). 1st eds., 1st issues. Fine.  
Tyndall-Galton & Others. Prayer Gauge Debate. 2 copies.  
Tyrrell, J. B., ed. David Thompson's Narrative. Toronto: The Champlain Soc'y. 1916.  
Valentines. Old Insulting Comic.



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# Books Wanted—Continued

## Duttons—Continued

Vanity Fair. American ed. 1850 to 1870 inc.  
Vermont Quarterly Gazetteer. No. 5. 1863.  
Vytal, John. Tale of the Lost Colony.

Edw. Eberstadt, 55 W. 42nd St., New York  
California, Oregon, Wyoming, Utah, Montana,  
and the Far West; Books, pamphlets, maps,  
and manuscripts urgently wanted. Any and  
all items; price not object; spot cash with  
order. Attention to this note will prove a  
source of continuous profit.  
Steele's Western Guide Book. 16th ed. Buffalo.  
1849.

Paul Elder & Co., 239 Post St., San Francisco  
Lytton. My Novel; Strange Story.  
Murietta. Grabhorn Press.  
Summerhayes. Vanished Arizona.

C. W. Ellison, 701 W. Lenawee, Lansing, Mich.  
Smith Thorne. Any 1st ed.  
Amer. Pressed Glass. Lee.  
Fraser. The Golden Bough.

The Emporium, Book Dept., San Francisco, Cal.  
Pickwick Papers. Limited Editions Club.  
Robinson Crusoe. Limited Editions Club.  
Kentucky. Rare Americana.  
Candide. Rockwell Kent. Ltd., colored.  
Quaritch and Maggs Catalogs.  
Maps and atlases of American interest published  
prior to 1865.  
Encyclopedia Britannica. 12th ed.  
Alonzo and Melissa.  
Life of Andrew Johnson. Lloyd Stryker.

Eureka Book Shop, 15 Bible House, New York  
Westervelt. The Triumph of the N. C.'s.

Edith Farnsworth's Book Shop, 217 E. Pikes Peak  
Ave., Colorado Springs, Colo.  
Stevens. Travels in Yucatan.  
Burnett. Secret Garden. Illus. by Jessie Wilcox  
Smith.  
Volland First Story Book.

Harry C. Feldstone & Co., 607 F St., N.W.,  
Washington, D. C.  
Bouvier's Law Dictionary. 2 vols.

Fireside Book Shop, 8617 Germantown Ave.,  
Chestnut Hill, Pa.  
O. Douglas. Penny Plain; Pink Sugar.

FitzGerald Book & Art Co., Holyoke, Mass.  
Any books on Shells, Entomology, Zoology.

Gustav Fock, Schlossgasse 7, Leipzig C 1, Ger.  
Americ-Scandinavian Review. Vols. 1, 2.  
Chinese Repository. Vols. 1, 2, 8, 10 to 20.  
Am. Journal of Physiology. Vols. 35, 36, 37, 51,  
52, 53.  
Astronomical Papers and Nautical Almanac. V. 6.

Frank's Book Shop, 913 G St., N.W., Wash., D.C.  
Clay, B. M. Beyond Pardon. Large type.

Gammel's, Inc., 1004 Congress Ave., Austin, Tex.  
Anything on Texas or about Texans.  
Southwestern Reports. Any vol. past vol. 190.

The Gateway, 30 E. 60th St., New York  
Van der Naillen. Books by.

Ernest R. Gee, 35 E. 49th St., New York  
Original state—fine copies only.  
James. Manual of Sporting Rules. 1873.  
Hochwalt. Beagles and Beagling. 1923.  
Hammond. My Friend the Partridge. 1908.  
Pringle. Snipe Shooting.  
Krider. Sporting Anecdotes.  
Huntington. Brush, Sedge and Stubble.

Gelber, Lilienthal, 336 Sutter St., San Francisco  
Lucatelli. Teodoro the Sage.  
Stryker. Life of Andrew Johnson.  
Rose Porter. Charm of Birds.

Wilson J. Gillam, Sayville, N. Y.  
The Cabells and Their Kin.  
Madonna of a Day.

Gimbel Bros., Book Dept., Philadelphia, Pa.  
Notorious Miss Lisle.  
Cost of a Promise.  
A Doubtful Character.  
A Make Shift Marriage.  
Out of the Night.  
Girl from Nowhere. Reynolds.  
Jack Spurlock Prodigal. Lorrimore.  
Jack Woodford. City Limits; Here Is My Body.

Gittman's Book Shop, Columbia, S. C.  
Porter. Year of Japanese Epigrams.  
Hart. Old Violin Makers.  
Bennett. Treasure of Peyre Gaillard.  
How They Kept the Faith; a tale of the  
Huguenots.

Karl Goedecke, 10 W. Broad St., Hazleton, Pa.  
Calvin Coolidge's Autobiography. Ltd., signed.  
History Lehigh Valley (Pa.). Henry. Pts 1 & 2.  
Atlas Marshall's Life of Washington. 1 & 2 ed.

Golden Book Shop, 116 W. 65th St., New York  
Smithsonian Inst. Series. 12 vols. 2nd hand.

Goodspeed's Book Shop, 2 Milk St., Boston  
Baedeker. Greece. 1909.  
Coffin. An Attic Room.  
Fournier. Anthologie des Poetes Canadien. 1920.  
Hodgkins. Via Christi.  
Hogarth. The Analysis of Beauty. 1909.  
Kiser. Principles & Practice of Legal Research.  
Vol. 2. 2nd ed.  
Patrick. Sappho and the Island of Lesbos.  
Prouty. Bobby, General Manager. Large paper  
illus. ed.; Fifth Wheel. 1st ed.; Stella  
Dallas. 1st ed.  
Richardson. Abelard and Heloise. 1884.  
Sargent. Romance & Books. 1913; Modern  
Tendencies in Book Collecting. 1925; Forest  
Flora of Japan. 1894.  
Stock. Songs of the Seasons.  
Tompkins. Some of the Books That Interested  
Th. Roosevelt.  
Thwing. Life and Meaning of T. R. 1919.  
Very, Lydia A. Any titles.  
Washburn. Roosevelt and the 1912 Campaign.  
1926.  
White. Political Adventures of Roosevelt and M.  
1920.  
Whitridge. Roosevelt and the Presidency.  
Wilkinson. Roosevelt and the Money Kings. 1915.  
Wood. Within the Maze. Tauchnitz ed. 1872.  
World, The. Roosevelt Panama Libel Case. 1910.

Gotham Book Mart, 51 W. 47th St., New York  
Mercer. The Bible in Iron.  
Experimental Cinema. Nos. 1, 2, 3.  
Ernst and Lorentz. Censored.  
Izard. Heroines of the Modern Stage.

Grant and Lyon, 119 Empire St., Prov., R. I.  
C. C. Colton, Lacon or Many Th'gs in Few Words.

# Weekly Book Exchange

**Hadley Book Shop, South Hadley, Mass.**  
The Builders of America. Huntington & Whitney.

**Norman A. Hall, 67 Union, Newton Centre, Mass.**  
Baker & Farrell. Basic Mechanisms.

**Hampshire Bookshop, Northampton, Mass.**  
L. Hitchcock. Powers, Duties of Sheriffs and Constables. Little, Brown. 1889.  
Parcel and Maney. Statically Indeterminate Stresses. Wiley.

**J. S. W. Harmanson, 333 Royal, New Orleans**  
Texas books, pamphlets, maps. Anything.  
Louisiana books, pamphlets, maps. Anything.

**Harrison Co., 151 Spring St., N.W., Atlanta, Ga.**  
Proc. Amer. Law Inst. Vol. 1.

**Harvard Bk. Store, 19 Boylston, Cambridge, Mass.**  
Suspended Judgments. John Cowper Powys.  
Under the Hill. Audrey Beardsley.

**Harvard Coöperative Soc., Cambridge, Mass.**  
An American Jezebel. Helen Augur.  
Fleurion. 7 vols.  
Settlement of Estates. Newhall.  
American Historical Review. 1st 3 vols.  
Great Russian Short Stories. S. Graham.  
Prelude to a Million Years. Lynd Ward.

**Hathaway House Bookshop, Wellesley, Mass.**  
Milne. When We Were Very Young. 1st Eng. ed.  
Anderson. Story-Teller's Story.

**Benjamin Hauser, 17 E. 45th St., New York**  
Caldwell. Mama's Little Girl.  
Cather, W. Alexander's Bridge. 1st, others.  
Houghton, Claude. All 1st eds.

**Harrison J. Hays, 6206-8 Penn Ave., Pittsburgh**  
Allen. Anthony Adverse. 1st ed.

**B. Herder Book Co., 15 S. B'dway, St. Louis, Mo.**  
Semeria-Berry. Eucharistic Liturgy.

**L. B. Herr & Son, 46 W. King, Lancaster, Pa.**  
The Better Way. Trans. from French by Mary Louise Hender. By Charles Wagner, author of The Simple Life. McClure, Phillips & Co. 1904.

**Hidden Book Shop, 120 Broadway, New York**  
Carr. By Guess and by God.  
Cauffman. At Sign of Silver Ship; Ghost of Gallows Hill.  
Coolidge. Autobiography.  
Crocker. Beyond the Pale.  
Gorman. Scottish Queen. 1st ed. with d.w.  
Hoy. 40-O.B.  
McDonald. Patrol.  
Mackenzie. Extraordinary Women.  
McNeile (Sapper). Final Count.  
Nathan. Autumn.  
Nordhoff & Hall. Mutiny on Bounty. 1st ed. with d.w.  
Price. Civil Liberty.  
Sydeman. Idyls of Countryside.  
Whyte-Melville. Market Harborough.  
Churchward. Lost Continent of Mu.  
Spence. History of Atlantis; Problems of Atlantis.  
Modern Library. Anthology American Verse by LeGallienne; French Epigrams; Hazard of New Fortunes.

**Karl W. Hiersemann, Königstr. 29, Leipzig C 1**  
Scotto, B. Usage et pratique des Longitudes. 1623.  
Journal of the Am. Chemical Society. V. 1 to 47.

**Walter M. Hill, 25 E. Washington St., Chicago**  
American & European Menus before 1860. Hotels, Inns, Restaurants, Hospitals, etc.

New York Cries.  
Philadelphia Cries.  
Newton. End Papers. Ltd.; Greatest Book in the World. 1st and Ltd.  
Doyle. 1st eds. must be fine: Study in Scarlet; White Company.  
Printers' Marks and Emblems.  
Carque. Rational Diet; Natural Foods.  
B. Young. Young Physician. 1st Eng. ed.  
Sargent. Amy Lowell. As new.  
Children's Books and Their Illustrators.  
Voorhis. Historic Forts and Trading Posts of French Regime.

**Hochschild, Kohn & Co., Book Dept., Baltimore**  
Son of Man. J. B. Kelly.  
Spills and Thrills. Brown.

**Wm. B. Hodby, 216 Market St., Pittsburgh, Pa.**  
Woods and Bailey. Elem. Calculus. 1922 ed.  
Grey. Gallops.  
Waugh. One Man's Road.

**Holliday Bookshop, 49 E. 49th St., New York**  
Osborne, H. F. The Horse, Past and Present.  
Hobart, A. T. River Supreme. 1st; Oil for the Lamps of China. 1st.  
Scott, Evelyn. Escapade.  
Ehrenbourg, I. Extraordinary Adventures of Julio Jurenitzo. Covici.  
Crofton, A. The Goat's Hoof.

**Hollywood, Cal., Bk. Store, 6760 Hollywood Blvd.**  
John Breck. When Hell Came Through. Harper. Any ed.  
Rose Bertin. Dressmaker to Marie Antoinette. Anything on.

**Houghton Mifflin Co., 2 Park St., Boston, Mass.**  
Gustavus Adolphus. Theodore A. Dodge. Houghton Mifflin.

**John Howell, 434 Post St., San Francisco, Calif.**  
Thackeray. Charterhouse ed. Vol. 15. Burlesques.  
Any books by Mrs. M. L. Molesworth.  
Fortune Mag. Vol. 3, nos. 4 and 5.  
Denison. Help Wanted.  
Story of Schonberg. Cotta Family.  
Wilson, R. McNair. Napoleon the Man.  
Stephen Crane. Maggie. 1st ed.  
Roadbuilder. Destiny of America.

**Wright Howes, 1144 S. Michigan Ave., Chicago**  
Genealogy of John Deming of Weatherfield, Conn. 1904.

Evans. American Bibliography. 12 vols.  
Gould. Tragedy of Caesars.  
Philip Dru. Administrator. 2 copies.  
Alvord. The Illinois Country.  
Ramsay. Hist. of South Carolina.  
Autobiography of J. Marion Simms.

**J. L. Hudson Co., Book Dept., Detroit, Mich.**  
Aaron Burr. Wandell, S. and Minnigerode. M. Ritual and Dramatized Folkways. Jasspon and Becker.

**Hester Hunter's Bookshop, Tucson, Ariz.**  
H. C. Witwer. Rubaiyat of a Freshman; Yes Man's Land.

**H. R. Huntting Co., 29 Worthington St., Springfield, Mass.**  
Thornton. Cotton Seed Products.



*Books Wanted—Continued*

Hutzler Bros. Co., Book Dept., Baltimore, Md.  
Lucky Seven. Appleton.  
Rain. Pub. by Samuel French.

Maurice Inman, 71 W. 45th St., New York  
Grotius, Hugo. 1st and early eds.  
Puffendorf, Samuel. Laws of Nature. 1st or  
early eds.  
DeQuincy. Confessions of Opium Eater. 1st.  
Pickwick Papers. 1st ed. Orig. parts. Cheap copy.

Geo. W. Jacobs & Co., 1726 Chestnut, Phila., Pa.  
Good Earth. Buck. 1st ed.  
American Black Chamber. Yardley.

Johnson's Bookstore, 1379 Main, Springfield, Mass.  
Jerrell. Three Girls of Revolution.  
Lawrence. Lawrence Bartlett Memorials.

Jordan Marsh Co., Book Dept., Boston, Mass.  
Antonio. Ernest Oldmeadow.  
Texas Steer. Charles Hoyt.  
American Black Chamber. Yardley. Bobbs-  
Merrill.

Edw. P. Judd Co., New Haven, Conn.  
Autobiography Calvin Coolidge.  
Post. Hist. European and Amer. Sculpture. 2 v.  
Suttner von, Bertha. Memoirs of.  
Gibbons. Red Napoleon.  
De Forest. Indians of Conn.

Judson Press, 1107 McGee St., Kansas City, Mo.  
Compleat Angler. Izaak Walton. 2 vols. Small  
quarto, buckram. London. 1902. Win-  
chester ed. Good condition.

Kansas City, Mo., Book Exchange, 806 Grand Av.  
Nile Gold. Kittnel.

Kendrick-Bellamy Co., 16th at Stout, Denver  
Discovery of God. King.

John G. Kidd & Son, 19 E. 4th St., Cincinnati, O.  
Warner. Lie of Barnum. \$1.00 ed.  
Coykendall. Bibliography of Arthur Rackham.  
O.B. 37, or How We Won the War.  
Cole Genealogy. James Edwin Cole. 1867.  
Housekeeping in the Bluegrass.  
Anthony Adverse. 1st ed., mint condition.  
Brown. Spills and Thrills.  
Grand. The Silver Horn.  
The Day-Star. A weekly published in Cincinnati.  
1845-46.  
Benét. Book of Americans. Ltd. ed only; John  
Brown's Body. Ltd. ed. only.  
Railway Record. Cincinnati. Mar. 1853 to  
June 1873.  
Western Boatman. Cincinnati about 1848.

Kleinteich's Book Store, 1245 Fulton St., B'klyn  
Wilkinson. Epic of Saul; Paul.

Katherine Knight, Pub. Weekly, 62 W. 45th, N.Y.  
House, Homer D. Wild Flowers of New York.  
Pts. 1 and 2. (N. Y. State Museum memoir  
15.) Albany, N. Y. 1918. Univ. of  
State of N. Y.

A. O. Knoll, 469 E. Ohio St., Chicago, Ill.  
Anything on Firearms or Explosives.  
Audubon. Quadrupeds of N. A.  
Cambridge. History of Canada. 1930.  
Devol. 40 Yrs. Gambler on Mississippi.  
Field. Indian Bibliography.  
Paullin & Braislis Americana Catalogues.

Korner & Wood Co., 1512 Euclid Ave., Cleveland  
Parton, James. Life of Voltaire.

Leon Kramer, Books, 45 W. 17th St., New York  
Ballou. Autobiography. Ed. by Heywood.  
Brissenden. I. W. W.

Commons. History of Labor in U. S.  
Mikkelsen. Bishop Hill Colony.  
J. H. Noyes. Books and pamphlets. Anything.  
Shaw. Icaria, Chapter in History of Communism.  
Josiah Warren. True Civilization; Equitable  
Commerce.

Quote anything on American religious and radical  
Communitistic Societies.

Kroch's Bookstores, 206 N. Michigan Ave., Chicago  
Bailey, L. H. Cyclopaedia of American Agricul-  
ture. 4 vols.

Bolton, C. Private Soldier Under Washington.  
Bonsels. Maya the Bee.

Cather. Death Comes for the Archbishop. 1st ed.  
Jones, Henry Arthur. The Life; a play. Mar-  
garet Illington ed. Doran. 1915.

Lawrence. Classical Greek Sculpture.  
Maeterlinck. Intelligence of Flowers. 6 copies.  
Paine, Thomas. American Crisis; Common Sense.  
Sicily, History of, from 287 B.C. to 200 B.C.

Lasalle & Koch Bookshop, Toledo, O.  
The Green Hat. Arlen.

Lauriat-Bartlett & Co., 385 Washington, Boston  
Nargas. The Songs of Sikh.

Thwing, E. Life and Meaning of Theodore  
Roosevelt.

Washburn. Roosevelt and the 1912 Campaign.  
White. Political Adventures of Theodore Roose-  
velt.

Whitridge. Mr. Roosevelt and the Presidency.  
Wilkinson. Roosevelt and the Money Kings.  
Evans, David. Descendants of. By Evans. Con-  
way, N. H. 1893.

Lavender's Book Shop, Troy, N. Y.  
Hepburn. History Currency.  
Alliots. Centrifugal Dryers.  
Novels by the Duchess.  
Dickinson. Growth Use of Harmony.

H. K. Lewis & Co., Ltd., 136 Gower St.,  
London, W. C. 1, England  
Journal Medical Research. 1909. XXI, No.  
cont. p. 149.  
Jnl. of Amer. Osteopathic Assn. Dec., 1927, to  
May, 1928, inc.  
1933 Year Books of Urology and Surgery.  
Lindlahr. Iridiagnosis. Any other books by this  
author.  
Archives of Physical Therapy. Vol. 10, nos. 1, 2, 3.  
Am. Jnl. Dis. of Children. Vol. 17, nos. 3 and 4.

Lieberman's Book Store, 56 Kearny St.,  
San Francisco, Calif.  
Bryan's Dictionary of Painters and Engravers.  
Brown leather. Lond. 1903. Vol. 2 only.

Lofland Book Shop, 732 W. 6th St., Los Angeles  
Collison. In the Wake of the War Canoe.

B. Login & Son, Inc., 29 E. 21st St., New York  
Magazines. Chemical, Medical, Scientific.

Longworth's Book Shop, 106 Forsyth St., N.W.,  
Atlanta, Ga.

Eliot. The Sacred Wood. Reading copy; The  
Use of Poetry. Reading copy.  
Maj. Hesketh-Prichard. Sniping in France.

Lowman & Hanford Co., 1515 2nd Ave., Seattle  
Joe Taylor, Barnstormer. J. H. Taylor.  
Ten Years of Secret Diplomacy. Ed. Morel.



*Weekly Book Exchange*

**E. S. McCawley & Co., Station Rd., Haverford, Pa.**  
Ulysses. James Joyce. Random House. 1st Amer. ed.

**McClelland & Co., 26 N. High St., Columbus, O.**  
The Will of God in a Man's Life. Wright.  
The Marriage Poems. Mary Carolyn Davis.  
The Meaning and Prac. of Com'l Educ. Herrick.

**McDevitt-Wilson Book Shop, 17 Dey St., N. Y.**  
Young. Vengeance of Hurricane Williams.

**Macoy Pub. Co., 35 W. 32nd St., New York**  
Waite. Ceremonial Magic.  
Hazelidine. Science of Health Foods.  
Levy. Key to the Great Mysteries.  
Three Initiates. The Kybalion.  
Westcott. Collectana Hermetica.

**R. H. Macy & Co., Dept. 22, 34th St. and Broadway, New York**  
Cunliffe. Poems of the Great War.  
Dos Passos. Rosinante to the Road Again. 1st.  
Eight Harvard Poets. New York. 1917.  
Funk & Wagnalls. Practical Standard Dictionary. 1929 ed.

Love Affairs of the Vatican.  
Moody. Tools for Teachers.  
Shakespeare. Nonesuch. Vols. 1-5, together or individually.  
Powys. In Defense of Sensuality.

**Thomas F. Madigan, 2 E. 54th St., New York**  
Roosevelt, Franklin D. Autograph Letters, Signed. Written before or during his Presidency.  
Autograph Letters of celebrated authors, statesmen, generals, especially Presidents of the United States and Signers of the Declaration of Independence. Liberal prices paid for large or small collections. Prompt cash.

**David Magee, 480 Post St., San Francisco, Calif.**  
Crawford. Via Crucis.  
Johnston. Fortunes of Garin.

**May Co., Book Dept., Denver, Colo.**  
Dinesen. Seven Gothic Tales.  
Kent. N by E.  
Melville. Moby Dick. Kent illustrations.  
Christie. Mystery of the 13th Floor.  
Blanding. Vagabond's House.

**Jas. F. Meegan, Inc., 1201 Conn. Av., Wash., D.C.**  
Harriman Expedition. 1819-1820. Complete set.  
Hanna. Hist. of Greene Co., Pa. 1882.

**F. J. Meine, 1422 N. La Salle St., Chicago, Ill.**  
Early American Comic Periodicals.

**Isaac Mendoza Book Co., 15 Ann St., New York**  
Reynolds. God's Revenge Against Murder, etc. Lond. 1663. 4th ed., or any ed. with all the plates.

**Meridian Bookshop, 6 E. Market St., Indianapolis**  
Mitchell, S. Weir. Madeira Party.  
Morland, Margaret. Carolina Mountains.

**Methodist Book Concern, 581 Boylston St., Boston**  
Jesus of History and the Christ of Faith. Straus. 1835.

Jesus Before the Sanhedrin. Trans. from Fr. of M. M. LeMann. Julius Magath. Pub. 1909.

**R. M. Mills' B'kstore, 623 Church, Nashville, Tenn.**  
Emily Norcross Dickinson. Further Poems. Withheld from publication by her sister Lavinia. Little.

Charlemagne Tower. Essays Political and Historical. Lippincott.

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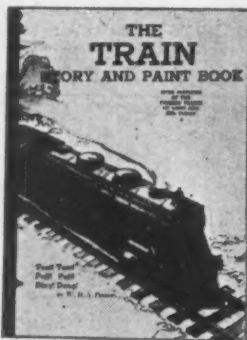
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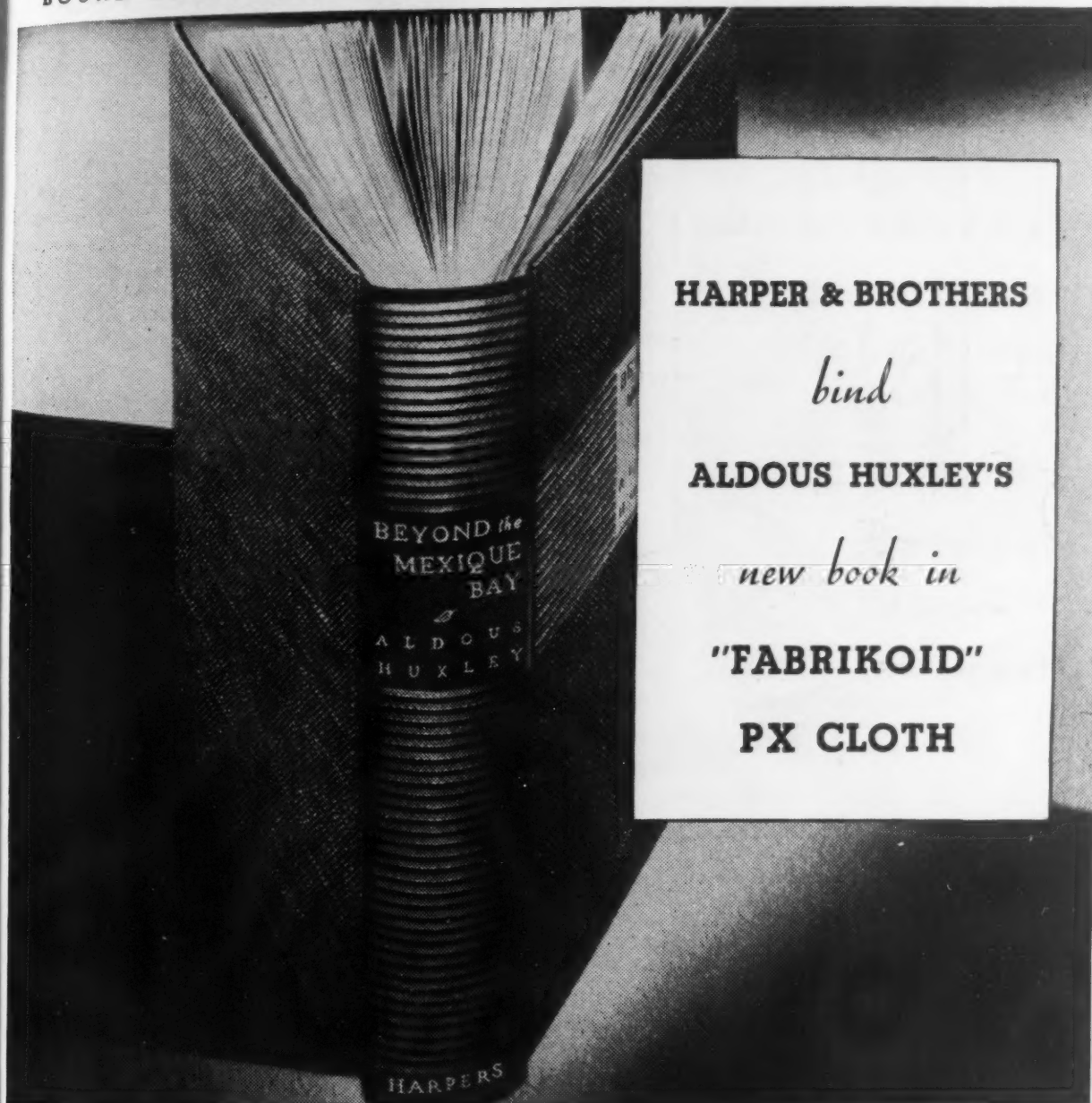
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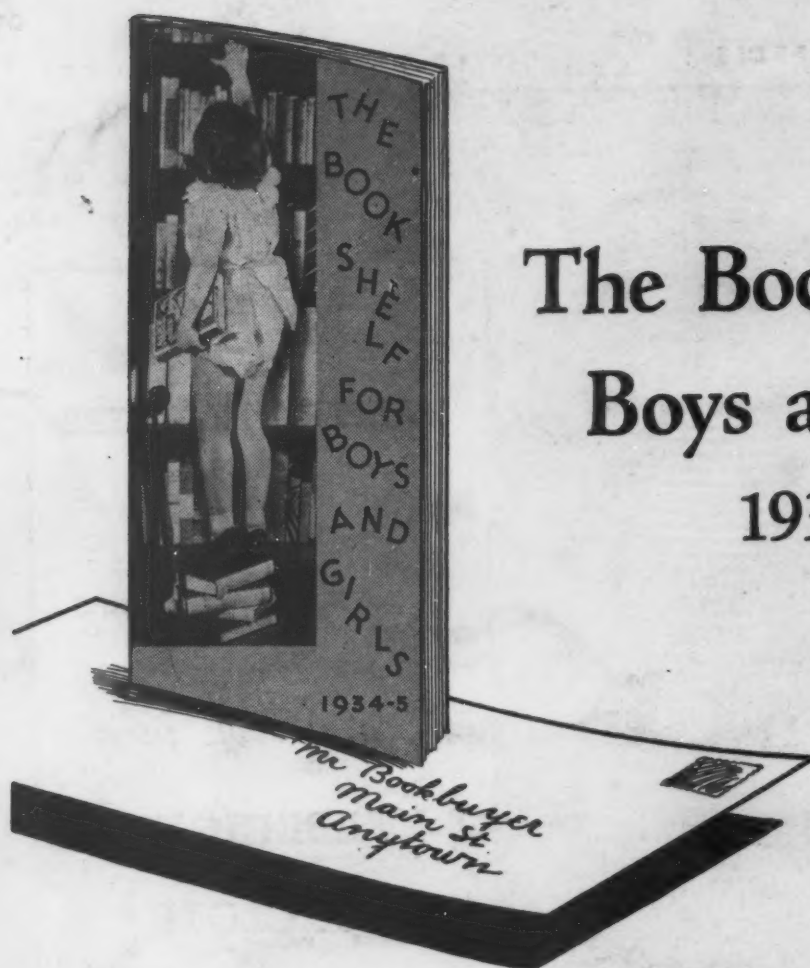


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